



PRESS PREMIERE of Jerry Lewis' new film, "The Delicate Delinquent," will be held at the Plaza Theater on Saturday night, May 25, under the sponsorship of the Chamber of Commerce and Paramount Studios.

## Press Premiere for Jerry Lewis' New Movie Set Here

Palm Springs will again be the scene of a press film premiere, Chamber of Commerce President Tom Kieley, announced today.

In conjunction with the Chamber, Jerry Lewis and Paramount Studios will host the top press of the nation the weekend of May 24-26, with the premiere of Lewis' latest picture, "The Delicate Delinquent," being held on Saturday night, May 25, at the Plaza Theatre.

"SINCE LAST year's premiere was so successful," Kieley said, "we have had many requests from Chamber members to stage a similar event this year. Last year's benefit premiere not only achieved the desired publicity purposes but provided \$3,000 for distribution to charity."

"The undertaking of such an event becomes a city-wide community project," Kieley continued, "and the cooperation of everyone is necessary to assure its success."

**LEWIS TO ANNOUNCE PREMIERE FRIDAY ON HOUSE PARTY**

Jerry Lewis will make a live television appearance on Art Linkletter's House Party show Friday, April 26, for the purpose of announcing the press premiere in Palm Springs. This show is heard locally over KCMJ from 12:30 to 1 o'clock Monday through Friday, and may be viewed on Channel 2, 11:30 to noon, Monday through Friday, over the full radio and television facilities of CBS.

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## Desert Inn Plans To Close May 15 For Remodeling

Bob Tallafiero, manager of The Desert Inn, announced today that the Inn would close on May 15 to permit remodeling and renovation of the famous hotel.

Within 10 days after the doors are closed, remodeling of the main lobby and the swimming pool area will start.

Tallafiero said that the changes in the main lobby will be very extensive, and include changes in the lobby, dining room, and offices.

Scheduled to reopen on Oct. 11, further announcements of changes at the hotel are contemplated.

## Loading Zone Is Approved

City council last night approved a loading zone in front of Solomon's and a no parking zone on the west side of Arquilla Road.

## Flood Control Action On Section 29 Asked

Request for flood control on Section 29 yesterday headed the first of three Palm Springs hearings scheduled by the commissioners of the Zone 6 Flood Control District.

The Palm Springs Capital Company asked the board of commissioners to include in its projects for the next fiscal year a flood channel running one mile east from Araby bridge.

SINCE PART of the area is under jurisdiction of the Coachella Valley Flood Control District, the commissioners said they would seek an agreement from the valley authority that they would under-

take their half of the project.

The Palm Springs Capital Company was represented by Frank Bogert, executive vice president; George Gannon, vice president; and Culver Parker, secretary and treasurer.

**BOARD OFFICIALS** planned two more hearings. Requests for action approved by the board will be programmed as area projects during the next fiscal year.

Board members are Raymond Sorum, chairman; William A. Mason, secretary and B. O. Wells. Also present at the hearing in Frances Stevens School was John Bryant, Riverside County Flood Control District's chief engineer.

## Council Grants Building Removal Time Extension

A 30-day extension for the removal of the old buildings on the City Hall site was approved by the council last night, making the completion date July 6 instead of June 6.

Even though the request for an extension of time was made, workmen have already started stripping the old buildings, and it is estimated that the moving will be completed far ahead of the new deadline.

## Five to Undergo Rabies Shots As Victim Dies

SANTA ANA, Calif. (AP)—A 41-year-old Anaheim man, whose violent death has been attributed to rabies, may have infected five of the 12 persons who subdued him during his struggle against capture, the Orange County Health Department said today.

Six police officers, four sheriff's deputies and two ambulance drivers who came into direct contact with the victim, Clyde Pennington, underwent medical examinations Wednesday.

One of the policemen, two purses and Pennington's 19-year-old son, Glynn, were advised to undergo Pasteur treatment for prevention of rabies.

## Building Permit Refund Granted

A building permit refund request to the Foursquare Gospel Church was approved by the City Council for 50 per cent of the total fee.

## THE WEATHER

Desert Area Forecast: Mostly clear today through Friday. Gusty winds at times Colorado River Valley today. Not much temperature change. Highs today 65-75 upper valleys, 78-85 lower valleys.

Yesterday's high, 84, low, 46.

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Palm Springs, California, Thursday, April 25, 1957

Phone 5005 Single Copy 10c

# U.S. Moves Powerful Sixth Fleet to Eastern Mediterranean Near Jordan

## New Labor Laws Asked By President

Says Racketeering In Labor Must Be Eliminated

AUGUSTA, Ga. (AP)—President Eisenhower, after a conference here with Secretary of Labor James P. Mitchell, called on Congress today for new legislation to eliminate labor racketeering.

The President called racketeering in the labor movement "an abomination which must be eliminated."

"WE DON'T WANT to do anything that will hamper the American labor movement in its legitimate objective," Mitchell said after talking with the President.

"But we do want to help labor clean up its own house," Mitchell added.

The secretary's conference with the President on new anti-racketeering legislation stemmed from recent Senate investigating committee disclosures involving Dave Beck and his International Teamsters Union.

**EISENHOWER IN A** special statement following his meeting with Mitchell, said, "labor racketeering like corruption anywhere, is an abomination which must be eliminated if and whenever it occurs."

"Any officer and employee of labor—and it appears there have been a few—who abuse the power and trust imposed on them, are not fit to hold union offices," the President said. "The American working man and woman deserves from labor leadership high standards of trust and fidelity."

**THE PRESIDENT** said that corruption "on the part of a few should not obscure the fact that the vast majority of those connected with organized labor are decent and honest Americans and that responsible labor leadership is moving steadily toward protecting their members from any such abuses, as far as their means permit."

Mitchell, in a press conference after his talk with the President, said he thought the Taft-Hartley labor-management law was deficient in the protection of the worker or union member. He said he was commissioned by the chief executive to draft a new administration approach to laws requiring public record of salaries paid to union officials, the condition of their treasuries and the administration of these funds.



KEY LEADERS of the Western States Advertising Agencies Association assemble for the WSAAA seventh annual convention, now under way here. Officers and directors are, seated, left to right, Bob Boone, second vice president; Marvin Cantz, first vice president;

Jim Christopher, president; Irving Eckhoff, secretary; and, standing, left to right, Phil Lansdale, Rod Mays, Doug Anderson, who is conference chairman; Jim Speer, Harry Lindersmith, WSAAA legal counsel, and Walter Marto.

## Flash Floods, Tornadoes Claim 5 Lives in Texas

Violent rainstorms and tornadoes have touched off a series of flash floods in central Texas, killing several persons and causing heavy damage in a number of towns.

At least five persons were reported dead.

Mayor Sam Wood of Killeen, an Army town of 21,000 persons, said his city sustained damage of between \$1,400,000 and \$2,000,000 Wednesday when Nolan Creek became a torrent.

**BEDILJO GONZALES**, his wife, Benita, and their six-year-old son, Pedro, were drowned when the raging stream swept their small home away. Mrs. Gonzales' body was found about 200 yards from the site of the house and her husband's body was found a half-mile away. The boy's body had not yet been recovered.

Mrs. J. T. Walker, 17, of Austin, and her baby son drowned when water swept their automobile off a highway near Johnson City. A companion, Mrs. Clara Joe Huckaby of Austin, was rescued.

**IN ADDITION** to the driving rains at least 20 tornadoes were sighted Wednesday. They brought to 56 the number of twisters sighted since Friday when violent weather struck the long-parched central Texas area.

## Higher Prices for Papers, Magazines Urged by Expert

Newspaper and magazine publishers were today advised to raise the sale prices of their products to bolster their incomes and stave off spiraling advertising rates.

The advice came from Roger Barton, public relations and project director for Alfred Politz Research, Inc., of New York, who advanced his predictions of the nation's advertising picture in 1962.

**BARTON, SPEAKING** before hundreds of delegates attending the seventh annual conference of the Western States Advertising Agencies Association at the Oasis and Desert Inn Hotels, noted that more than \$14 billion will be spent on advertising in 1965.

He compared the figure with the \$8.5 billion spent for advertising in 1956, but pointed out that a good part of the future advertising budget would be swallowed by increased media rates, boosted by higher production costs.

**BARTON URGED** publishers to seek increased net profits from their readers. Newspapers and magazines are "vastly underpriced," he contended.

He explained that only 61 of the nation's newspapers charge 10 cents per copy, and 40 of these are in California.

"It is fantastic that a superbly edited newspaper of 60 pages continues to sell for five cents," he declared. "Even a skinny candy bar costs six."

Barton's advice: "All daily news-

papers should go to 10 cents immediately."

"THEY WILL NOT only be accelerating a pronounced trend," he said, "but they will also be adding materially to their net income."

Barton described the same action for magazines, which, he noted, traditionally realize 60 per cent of their revenue from advertising and 40 per cent from circulation.

Barton reserved a few comments for television and radio. Television, he noted, will continue to win "growth prizes" five years from now, and radio still has a flourishing future with spot advertising.

**BUT BARTON** aimed a word of caution at broadcasters who "overload daytime programs with commercials so the interest of this audience is subverted to the interest of the advertisers."

**IN A WSAAA** talk this afternoon, Howard L. Benn, president of Gould, Gleiss and Benn, Inc., marketing management consultants, listed reasons why advertisers switched representative ad agencies.

His four main points involved lack of knowledge of client's problems, lack of ideas and salesmanship by the agency, and lack of service.

The Ad meet will continue through Saturday morning, winding up at 10:40 a. m. with a concluding address by Barton.

## Council Plans Telephone Rate Raise Protest

Palm Springs City Council said last night that it would protest the request for a rate increase by the California Water and Telephone Company.

The company is asking for an eight and half per cent increase in domestic and commercial rates, which in effect will bring business rates up from \$8.35 to \$10.25 and residence rates up from \$4.75 to \$5.20.

**ON A MOTION** by Councilman Jerry Sanborn, the council unanimously voted to protest the rate increase "until the Telephone Company brings the present facilities up to the PUC standards."

The Public Utilities Commission held a series of hearings in the Village last year concerning the telephone service, and recently ordered the company to bring the facilities "up to par."

**THE COMPANY** has asked for the rate increase to raise the necessary funds to better the facilities throughout all the company's stations, but, in the words of Mayor Florian Boyd last night, "the company should first build up its facilities before getting a rate increase, and if they don't have the money, they can borrow it like any other kind of business must do."

Resolution of protest will be filed with the PUC at the hearing scheduled in Los Angeles in May.

## Council Changes Meeting Place

The city council last night changed its meeting place for council luncheons from El Mirador Hotel to the Chi Chi restaurant.

The recommendation by City Manager R. W. Peterson brought unanimous consent from the council.

## Comet Visible In North Dakota

BISMARCK, N. D. (AP)—The newly discovered Arend-Roland Comet was visible Wednesday night over North Dakota.

The comet, the brightest to appear in the sky since Haley's Comet in 1910, was located northeast of Presheo, S. D. about 30 miles southeast of Pierre.

## Martial Law Declared By King Hussein

Fleet Moves Suddenly on Urgent Orders

By UNITED PRESS

The powerful United States Sixth Fleet moved into the war threatened Eastern Mediterranean today on urgent predawn orders from Washington.

The super-carrier Forrestal, with the latest jet aircraft aboard, headed the fleet units which upped anchor in French and Italian ports so suddenly that some men on shore leave were left behind.

**WASHINGTON DIPLOMATIC** sources described the move as "precautionary" but they left no doubt of the gravity with which officials regarded the power struggle raging inside Jordan and the possibility that it could engulf the whole Middle East in war.

As young King Hussein struggled to preserve his government against a leftist led revolt, here were the day's major developments:

**PREMIER HUSSEIN** Khalidi, a moderate, bowed to leftist threats and violence and resigned.

King Hussein called on former Premier Ibrahim Hashem, a firm friend of the West, to form a new government.

Hussein ordered his army to take over Jordan's towns and cities, declared martial law, imposed a strict curfew, and made an appeal to his people for peace and order. He also was reported to have ordered Syrian troops out of the country immediately or be forced out by his Iraqi allies.

**TROOPS FROM** Saudi Arabia and Iraq were reported to have taken up positions shielding the Jordanian capital of Amman from the pro-Communist Palestine Section of the country on the west and pro-Communist Syria in the north.

The White House in Washington issued a statement Wednesday night that President Eisenhower and Secretary of State John Foster Dulles "regard the independence and integrity of Jordan as vital." They conferred by telephone late Wednesday and again this morning, with the President in Augusta, Ga., and Dulles in Washington, indicating, a possible first military test of the Eisenhower doctrine for the Mideast might be coming up.

**THE BRITISH** Foreign Office announced in London it considers Jordan's stability "essential" to Middle Eastern peace and that it is consulting "other nations" on the new crisis.

The ultra-nationalist Herut party in Jerusalem demanded that Israeli Premier David Ben-Gurion recall Parliament from vacation to consider the Jordan situation. Informed sources said Ben-Gurion was not likely to act. Both Ben-Gurion and Israeli Army Chief of Staff Maj. Gen. Moshe Dayan were away from Jerusalem, indicating they felt the Jordanian situation had not reached a critical stage.

## Late News Bulletins

**NEW YORK UP** - Strength in railroad shares injected some vitamins into the stock market late today after early irregularity.

**JERUSALEM, Israel UP** - All Americans, including diplomatic personnel, were evacuated from the Jordan section of Jerusalem today in a sign that serious trouble was expected there.

**LANSING, Mich. UP** - Accused wife-slayer L. Ewing Scott testified today he did not believe he would get a fair trial if he were returned to California to face charges of murder, forgery, and grand theft.



PONDERING FLOOD control proposals entered in the first of three hearings scheduled for Palm Springs are commissioners of the Zone 6 Flood Control District. Commissioners are, seated, left to right, Raymond Sorum, chairman; B. O. Wells, new member; standing, left, William A. Mason, secretary, and John Bryant, chief engineer for the county flood-control district. (Desert Sun Photo).

## REAL ESTATE MEN, HOME OWNERS KNOW 'RESULT' ADS

Real estate men know the value of advertising in the Classified columns of The Desert Sun, and so does the wise home owner who wants to reach a large, waiting market for his real estate property.

One such well-informed citizen is Maxine Mellinger, of 777 North Calle Marcus, who placed a "must sell" ad for her new three-bedroom, two-bath house in Sun-classifieds.

The result? She sold her home to the first readers to answer the ad, and then called the Sun Ad staff to offer her compliments for such efficient, speedy service.

You'll pardon us for tooting our own whistle, but you'll see what we mean by results when you reach for the telephone, dial 5005, The Desert Sun, and ask for

"CLASSIFIED"



GENERATORS — WATER & FUEL PUMPS  
BRAKE SHOES AND CYLINDERS  
COMPLETE LINE OF IGNITION

**Desert AUTO SUPPLY**

"EVERYTHING FOR THE CAR"  
171 North Indian Avenue Phone 7121

**VILLAGE THEATRE**

207 North Palm Canyon Drive  
Phone 4384

NOW SHOWING—SHOWS 7:00 AND 9:15

20th Century-Fox presents  
ALAN CLIFTON SOPHIA  
LADD WEBB LOREN

**BOY ON A  
DOLPHIN**

CINEMASCOPE COLOR BY DE LUXE

**PLAZA THEATRE**

128 South Palm Canyon Drive  
Phone 4384

NOW SHOWING—SHOWS 7:00 & 8:45

See the Academy Awards winning stars in  
the roles that won them their Oscars!

Best Actress—INGRID BERGMAN  
Best Actor—YUL BRYNNER

20th Century-Fox presents  
INGRID BERGMAN  
YUL BRYNNER  
HELEN HAYES

**ANASTASIA**

CINEMASCOPE COLOR BY DE LUXE

ROCKERS & HAMMERSTEN'S  
The King and I

IN THE COMPLETE  
GRANDER OF  
CINEMASCOPE 55

COLOR BY DE LUXE  
from 20th CENTURY-FOX

## JayCees Elect New Officers At Meet Tonight

Election of new officers of the Junior Chamber of Commerce will be held tonight at the American Legion Hall at 8 p.m.

Placards and signs will adorn the walls of the meeting room, as candidates vie for the majority vote of members of the organization.

SPEECHES and campaign slogans will be heard, and in back corners caucusing for support will be held.

The big race is for president of the organization, with Robert Schlesinger, local attorney, and Frank Allen, manager of Community TV Corp., each carrying on active campaigns.

Other announced candidates are J. R. Wahlberg, treasurer, and Robert Morrison, secretary.

ALTHOUGH THERE has been no active campaign, there were hints that Dick DeLong would run for vice president.

Bill Bronstein, retiring president, will preside over the meeting.

The installation dinner will be held on May 16 at the Palm Springs Ranch Club at 8 p.m.

## "Uncle John" Is Coming To Town

The Desert Sun

Published Tuesdays through Saturdays, except legal holidays and Mondays when a legal holiday falls on Tuesday. AT NEWSSTANDS: Single copies 10 cents. Entered at the Post Office of Palm Springs, California, August 5, 1927, under the Act of Congress of March 3, 1879. The Desert Sun Publishing Co., will not be responsible for unsolicited manuscripts or photos left with or mailed to The Desert Sun.

BY CARRIER \$1.25 Month  
MAIL RATES: Payable in Advance  
Daily \$1.25 Month \$13.00  
1 Year \$130.00  
Address all communications to:  
THE DESERT SUN PUBLISHING CO.  
Palm Springs, Calif.  
174 North Palm Canyon Drive.



ANNA MARIA ALBERGHETTI and her sister Carla enjoy a Palm Springs salad between shows, last week, at the Chi Chi. The salad, which is set for national promotion, consists of sliced circles of cranberry sauce on a bed of crisp lettuce, a mound of cottage cheese topped with a dash of mayonnaise. (Aderson Photo).

## State Moving Association Meets Here

Thirty-ninth annual convention of the California Moving and Storage Association is being held at El Mirador Hotel today through Saturday.

This group is made up of the

majority of household goods movers in the state of California, and their 500 registered members and guests represent 20 states and two territories.

FEATURED SPEAKERS will include Don Markham, assistant director, National Furniture Warehousemen's Association; former Senator Hugh B. Mitchell of Seattle, Wash.; Dr. Karl Falk, internationally known expert on redevelopment, relocation and housing, from Fresno College; Ben Miller, industrial relations director, American Trucking Association, Washington, D.C.; Lloyd Erleban, director, Employee Relations, Bekins Van & Storage Company; Ernest L. Dalany, public relations director, California Moving and Storage Association, and others.

The nominating committee has presented the following slate of officers for 1957:

PRESIDENT, JOHN Carlson, Tri-City Van and Storage Company, Riverside; vice president, James A. Nevil, Nevil Storage Co., San Francisco; directors, northern region, Ralph W. Johnson, Richmond Transfer and Storage Co., Richmond; Fergus Cambern, Dickey Transfer and Storage, Fresno; Dan E. Devine, Pierce-Rodolph Storage Co., Inc., San Francisco; Martin B. Holt, Bekins

## Real Estate Firms in Palm Springs and Desert Area

<b>PALM SPRINGS</b>	Phone
DAILEY REALTY	2909
412 N. Indian Ave	
RUSSELL WADE	2855
850 S. Palm Canyon Dr	
ISRAEL, ADOLPH	2981
674 N. Palm Canyon Dr.	
LANG, ROSLYN	2522
1175 N. Palm Canyon Dr.	
MADGE O. ROCKS	4878
177 E. Andreas Rd.	
SHEPTENKO, PETER B.	2727
The Pioneer Realty Co.	
475 N. Palm Canyon Dr.	
<b>CATHEDRAL CITY</b>	
CLARK, PAUL W.	8-4691
68-637 Broadway	
JORGENSEN, E. M.	8-3401
68-574 Broadway	
SHARP, JOHN	8-8303
535 Broadway	
SHERRILL, R. H. "Bob"	8-3534
600 2nd St.	
<b>LA QUINTA</b>	
HOFFMAN, MILTON A.	
P.O. BOX 306	9-3941
<b>PALM DESERT</b>	
CARL HENDERSON	
73-941 Hiway 111	
EDITH EDDY WARD	
P.O. Box 285	
<b>PALM DESERT SALES CO.</b>	
Larkspur Lane and Hiway 111	76-3794
<b>WELCOME — WHITE</b>	
Phone	76-5156
<b>RANCHO MIRAGE</b>	
RANCHO MIRAGE REALTY CO.	
71-811 Hiway 111	8-3381
FED SMITH	8-5022
71-691 Hiway 111	
<b>THOUSAND PALMS</b>	
HAL CORNELIUS	291
<b>THUNDERBIRD AREA</b>	
TONY BURKE	8-5432
70237 Hiway 111, ¼ mile west of Thunderbird C.C.	Adv.

MORE ABOUT from page 1

## PREMIERE

It was in 1946 that he teamed up with Dean Martin and during their ten years as a team they did sixteen motion pictures, innumerable television shows and countless nightclub appearances.

"THE DELICATE Delinquent," his first single movie, is a story he has been wanting to do for several years. He considers it something special. It has great heart, he feels, since it is the story of an underprivileged youth (Jerry) who wants to become someone to gain people's respect, and does.

Earl Strehle has donated the Plaza theatre in order that all proceeds may again go to charity.

Horace Heidt and the new managers of the Lone Palm Hotel Jack and Jerry Heidt, will host Jerry Lewis and the entire press roster for the big weekend.

## Mrs. Mortimer Dies Wednesday

Word was received here last night of the death yesterday of Virginia Mortimer, who with her husband Art, has been a winter visitor here for many years.

Mrs. Mortimer died at their resort located on the Smith River, near the Oregon-California border.

The Mortimers had been here until about a month ago when they returned to their resort home.

## An Old Bill

WILBRAHAM, Mass. —(UP)—Harold E. Alley, rummaging through some old papers, discovered a bill sent him April 22, 1907 for eight weeks of board and care at Dickinson Hospital in Northampton. The total bill was \$55.

## AMBULANCE SERVICE



AMBULANCE  
SERVICE

WIEFELS AND SON

666 Vella Road, Palm Springs

Phone 2977

It Will be Shown in May on the  
Mickey Mouse Club

A PERFECT GIFT FOR THAT  
SPECIAL YOUNG MAN

THE TOMMY BURP

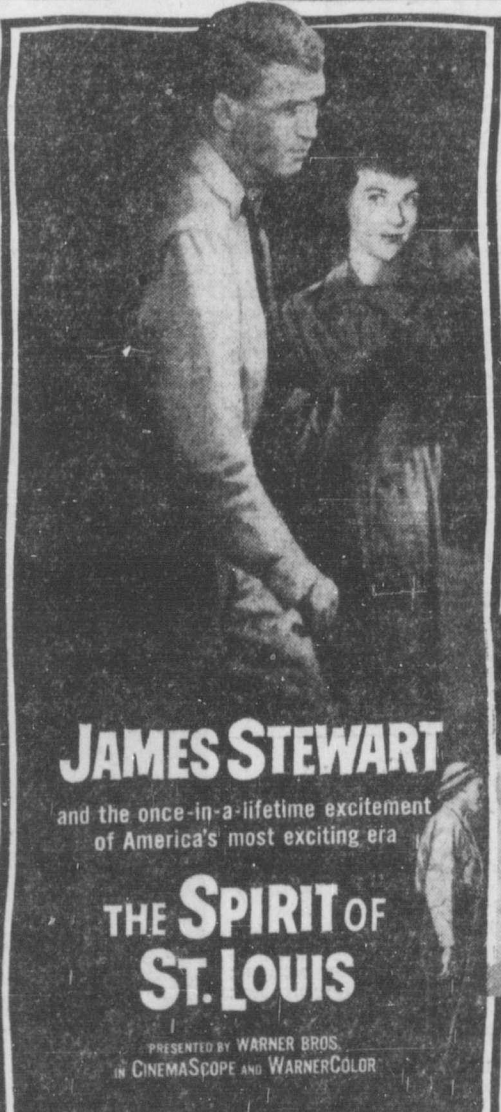
An Authentic Replica of the  
Thompson Sub-Machine Gun  
Smoking Barrell—Flip Sight Sharp Shoot

FOR THE YOUNG LADY  
The Most adorable Dolls and Clever Toys

BE SURE TO VISIT THE  
**DESERT TOY SHOP**  
194 South Palm Canyon Drive

Now Showing **SUNAIR** DRIVE-IN  
THEATER  
HIGHWAY 111 PHONE 8-4232

Break out the confetti!  
Let out your heart!  
It's JIMMY as 'LINDY'  
and "it will lift you right  
out of  
your  
seat!"



**JAMES STEWART**

and the once-in-a-lifetime excitement  
of America's most exciting era

**THE SPIRIT OF  
ST. LOUIS**

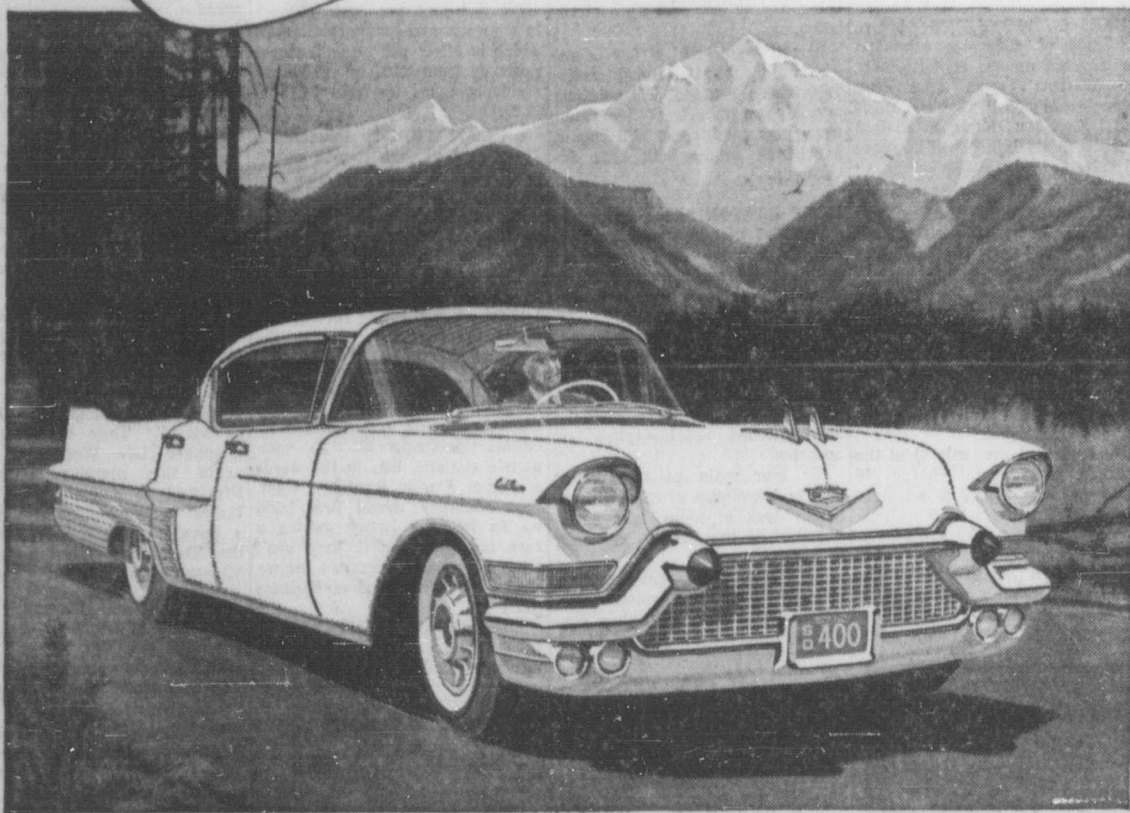
PRESENTED BY WARNER BROS.  
IN CINEMASCOPE AND WARNERCOLOR

BASED ON THE PRIZITZ PRIZE BOOK BY CHARLES A. LINDBERGH • SCREEN PLAY BY BILLY WILDER AND WENDALL MAYES • DIRECTED BY BILLY WILDER

—Plus—

Exciting Featurette—"DEEP ADVENTURE"

**Cadillac**



## Listen to What Its Silence Says!

Ever hear a motor car tell its own story?

Well, just get behind the wheel of a new 1957 Cadillac—head for your favorite stretch of highway—and listen!

Of course, the truth of the matter is that you won't actually hear anything. For a 1957 Cadillac in operation is as quiet as human skill and ingenuity can make it.

But imagine, if you will, all the wonderful things the car will be telling you through the voice of its own silence!

First of all, it will speak—and most eloquently so—of the soundness of Cadillac styling. For the car is so scientifically designed that even the onrushing wind is reduced to a gentle whisper.

It will tell you of the genius of Cadillac engineering. For every aspect of the car's brilliant performance goes about its work in soundless harmony.

And it will reveal the care and the skill of Cadillac craftsmanship. For even when it travels the most neglected of byways, the car remains wonderfully silent.

If you have yet to sit at the wheel of a 1957 Cadillac and hear this wonderful story for yourself, then we urge you to delay no longer in doing so.

We hope you will visit your Cadillac dealer soon—spend an hour on the highway—and listen to the most eloquent message a motor car ever delivered on its own behalf!

VISIT YOUR AUTHORIZED CADILLAC DEALER



# Calectric Gives 1957 Campaign Outline Here

An intensive advertising, promotional and free service campaign designed to further the Live Better—Electrically concept during 1957 was outlined for Palm Springs area businessmen at a dinner meeting held Tuesday at the Deep Well Guest Ranch in Palm Springs.

A kinescope showing of a national closed circuit television program featuring John Daly and the nation-wide strides made in promoting the live Better—Electrically concept during 1956. It outlined the program that will be conducted throughout the nation during 1957 to bring the story of "how electricity can improve living" to a nation-wide radio, television, newspaper and magazine audience.

RALPH MUNSON, California Electric Power Company Domestic Sales Supervisor, reported on a series of programs that the utility initiated last year and which resulted in benefits of the electric consumer and the electric industry trade ally in the Calectric service area. John McNeese, residential sales agent, was program chairman.

Advertising and promotional campaigns will be conducted by the utility again this year, with a wide variety of trade ally aids available from the company, Munson said.

## "Uncle John" Is Coming To Town

Come — Gleason — Lucy — Benny — Sullivan  
\$64,000 QUESTION  
ALL OF THEM ARE COMING YOUR WAY  
So If Your T.V. Set is Not Connected Up CALL 5002 NOW!  
**PSTV**  
**PALM SPRINGS COMMUNITY TELEVISION CORP.**  
192 INDIAN AVENUE PALM SPRINGS



FRANCIS CROCKER, local manager of Calectric, right, explains to John Hammer of Hammer Electric, the planned company service during 1957 to further the Live Better—Electrically concept.

## Ladies Night Planned Friday

Sixty electrical contractors, members of the National Electrical Contractors Association from Riverside and San Bernardino Counties, will hold their annual Ladies Night dinner-dance at Chi Chi Friday night.

John Hammer of Hammer Electric is in charge of arrangements.

Congress in 1886 made the official U.S. inch four-millionths longer than the standard British measurement.

## Proposed Moose Lodge Has New Members, Plans Meeting

Formation of a Palm Springs Moose Lodge drew closer to reality today as membership executives programmed a booster meeting for prospective members and their wives.

Latest Villager to sign up as a charter member is Bill Jenkins, Radio Station KPAL announcer.

## Girl Scout Troop Holds Camp-Out

With Scout leaders Mrs. Alfred F. Patane and Mrs. Trenton Dunphy, Girl Scouts of Troop No. 6, Carol Fox of Rancho Mirage, Judy Jorgensen, Robert Sherrill, Sandra Dunphy and Patti Patane of Cathedral City, participated in a backyard camp-out at the Girl Scout house in Palm Springs.

The girls cooked their dinner at night and breakfast in the morning on the "tin can stoves" they made at Scout meetings.

## Police Officers Are Reassigned

Capt. Orest Johnson yesterday reassigned three men to allow officer Ray Youngberg to go East due to an illness in the family.

Officer Robert Davis will work the early morning shift in Youngberg's place. Officer Carroll Vogelaa will work the special shift with Lt. Dale Thompson from 6:30 p.m. to 2:30 a.m., and Officer Robert Flavin will work the early morning shift in Vogelaa's place.

The changes became effective immediately.

The best grass for an attractive lawn in the northern Great Plains area is bluegrass.

The Desert Sun Thursday, April 25, 1957 3

## Crowd Laughs As Jack Fiddles

HOLLYWOOD 38 — Comedian Jack Benny played some of his best sour notes at the orchestra under the baton of conductor Alfred Wallenstein.

Celebrities who paid \$100 each for orchestra seats included Frank Sinatra, Laraine Day, June Allyson, Claudette Colbert, Ann Rutherford, Gregory Peck, and Edgar Bergen.

Benny's squeaky violin which has produced laughs for millions of Americans in the comedian's long radio, movie and television career was a hit again.

Many of the comic's fellow Hollywood entertainers laughed through a fight between Benny and the concertmaster, first violinist David Frisana, before settling down to hear soprano Dorothy Kirstein and the orchestra under the baton of conductor Alfred Wallenstein.

Calcium is the nutrient most likely to be short in the diets of city-dwellers.

CALL For Best Classified Results



## PEARSON, SCOTT and Company

### GENERAL INSURANCE

- fire • bond • automobile
- inland marine • liability
- theft • workmen's compensation
- burglary • life

R. W. "Bob" Davis, Insurance Mgr.

## PEARSON, SCOTT and Company

MORTGAGE FINANCE  
553 S. Palm Canyon Drive  
Palm Springs Phone 5027

ESCROWS  
45-150 Towne Ave.  
Indio Phone 7-3568

SPENDING THE SUMMER IN LOS ANGELES?

## The Du Barry Hotel Apts.

A 7 Story Class A Building

Housekeeping Units  
Large Living Room  
Twin Beds  
Kitchen and Dinette

FROM \$125.00 PER MONTH . . . with additional bedroom from \$175.00 per month

Complete Daily Hotel Service

24 Hour Switchboard Service  
3 Blocks from the Hotel Ambassador

The Du Barry Hotel Apartments

Corner 5th and Catalina Telephone DUNKirk 42171  
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THE DESERT SUN PUBLISHING CO.  
GEORGE E. CAMERON, JR., President

Telephone 5005

174 North Palm Canyon Drive

WARD J. RISVOLD, Publisher

DON KLOTZBUECHER, City Editor

OLIVER B. JAYNES, Editor

WILLIAM RASHALL, Promotion Director

KENNETH O. BROTT, Office Manager

The Desert Sun is an independent newspaper dedicated to truth, accuracy, and impartiality in the news; to the progress of the desert region; to the support of that which it believes to be right and to the defeat of that which it believes to be wrong.

## Editor's Corner

Oliver B. Jaynes

POST OFFICE DEFICIT  
THIRTY CENTS EACH

If everyone in the United States would send Postmaster Summerfield thirty cents worth of stamps his department would have enough money to continue Saturday deliveries. Of course the people aren't going to do any such thing. A lot of them probably wouldn't mind getting along without their mail on Saturdays if this is an indication that our Federal Government is really starting to economize.

We all know, however, that this is only forced economy due to the failure of the Post Office Department to get the needed appropriation. They just ran out of money and, like any business or individual, when you run out of money you have to cut down on something.

Maybe this strange situation in which the Post Office Department finds itself is a good thing. It brings up for discussion all across the land the much heard question of whether or not the department should continue to be operated at a heavy loss. Questions are also being asked as to which classes of mail account for most of the deficit.

It seems like much of the mail we find in the box these days is advertising matter. It has been my experience that we receive three or four of these mailed advertisements to every personal message. Most of them are carried at

reduced rates. The post office also sells stamped envelopes at a loss — and in competition with private business. The department also likely loses money on parcel post which is likewise carried in competition with private business.

Newspapers also receive a considerable amount of free delivery service in counties. This holds true largely for weekly newspapers. Most of them have no objection to paying a reasonable charge of delivery service.

It really wouldn't seem to make much difference whether the post office ran in the hole or not. Like all other governmental services the public foots the bill anyway. It would seem, on the other hand, that those who use the service the most should pay their proportionate share. This might include some who abuse free mailing privileges.

Some of the people found the curtailment of Saturday service quite inconvenient. It was a severe handicap to others but as we have said if this is necessary in order to hold down expenses, most Americans will go along with the idea. They are quite pleased that Congress has become economy minded. At the same time, however, new demands will be made for a review of the whole postal service program with an eye to bringing it more up to date and eliminating as much of the deficit as possible.

## HOLMES ALEXANDER:

## Dopo Domani

NAPLES, Italy — Southern Italy is the land of *dopo domani* (day after tomorrow), which is one degree more remote than *manana*, and maybe it isn't such a bad idea. *Dopo domani* is doubly sure never to come; and of you don't look too hard, the present Mediterranean world is very pleasant to live in.

Practically everything good today (never mind tomorrow and beyond) is due to the U. S. Sixth Fleet with its 30 ships, 20,000 men, and Rear Admiral Charles R. Brown, Commander. Naples is gay. You are awakened in the morning by people joyfully singing on their way to work or worship. The streets, the parks, the beaches, and the buses give every outward sign of a population bubbling over with health, happiness and more wealth than the land ever knew.

THE SIXTH FLEET is the reason. Today the beautiful Bay of Naples is open to export-import business and to a flourishing tourist trade. Except for the Olivetti typewriter factory and a concrete plant, there is almost no manufacturing in Naples, and the city would be on the beach without its busy port.

The big industrial cities to the North, Milan and Turin, are pouring Fiat automobiles, motor scooters and heavy machinery into national and world markets. So impressive is it all that a somewhat breathless Navy Officer, just back from a tour of the peninsula, told me I was visiting the "Japan of Europe."

WELL, MAYBE. There is still enough unemployment to keep the Communist recruiting officers in business, and the country in general is bracing itself for the usual May Day rough-house. American aid, over the

years, has built some excellent apartment houses and has set the industrial wheel to rolling, but it isn't credited here with abating the Communist growth.

Russia itself sabotaged the Italian Reds by the massacre in Hungary and by the subsequent backsliding to Stalinism. If Italy is ever to be de-Communistized or at least freed from the active menace of this malignant form of internationalism, the country will have to perform a do-it-yourself deliverance.

An Italian wryly pointed out to me today that the late Benito Mussolini was a fellow who got rid of the Communists. It is interesting to contemplate how the halo of American approval would sit on Mussolini's brow today if only he had stayed out of other people's wars — like Franco's in Spain.

BUT THE SIXTH FLEET has done much more than keep the seaways open. Before leaving Washington, I was warned by Naval personnel to expect the worst in Naples after dark. In recent months, however, the joint police work of shore patrols and local cops has made life, property and propriety much safer.

The Navy's relationship to Naples is an ideal one. There is a small facility station here, and it is mainly a switchyard in the logistics line from Norfolk to the ships-at-sea.

For this reason the local economy is not directly beholden to the Fleet, which is almost entirely supplied (the only exception, I think, is perishable food, like fresh fruits) from home. The absence of economic "interdependence" (a new impostor-word in the liberal lexicon) makes for a greater sense of equality between the visitors and

the host nation.

IN FACT, THE Sixth Fleet has no shore base anywhere in the Mediterranean. It does not need one. The ships and crews rotate with others outboard from home. Tankers and refrigerator ships bring most of what is consumed a continuous stream of aircraft supply the technical replacements as well as small cadres of men.

Here, again, is a striking example of independence as against dependence on interdependence. The Fleet is relatively free from reliance on these Mediterranean ports, and this clear picture is worth thousands of words about America's pure intentions toward other people's ports and islands. Nothing speaks louder for our lack of territorial ambitions than this Fleet, which is completely mobile and which never stays anywhere long enough to wear out its welcome.

THUS—THE present. As to the future—it seems to realize in Uncle Sam's fast-emptying purse. Not long ago the British papers emitted leonine roars of anger when Admiral Brown was quoted as calling the British Mediterranean Fleet a "Complimentary force."

But the news, shortly after NATO's 8th birthday, was that Prime Minister Macmillan is partly dismantling the Royal Navy and is frankly pitching his country's defense "upon the nuclear capacity of the United States."

Well, the Sixth Fleet is atomized and isn't likely to run away. But these maneuvers cost big money. The more we spend, the less our allies will spend in their own protection. How long can this go on? Until *dopo domani*?

LONDON—Daphne Fairbanks, daughter of film producer Douglas Fairbanks Jr. on being one of 12 Americans debutantes presented to Queen Elizabeth II:

"I've been practicing my curtsy for days."

NEW YORK—Comedian Jackie Gleason in announcing he will retire from his weekly television show June 23:

"Come June 23 and I will sit down and remain seated. I'm all done with this week to week thing."

## Progress in the Middle East

THIS SIDE  
of The Sun

By Phat

There is a "young man in Palm Springs. Who said to himself, "of all things What is so rare As a good head or hair And the youth that a toupe brings." (\* Young—poetic license.)

So instead of being a survey with a fringe on top, Bill Rashall says he is coming out in a new model. A sports model with the top up.

No longer and, I hope, no lower. Perhaps, a little wider as the years march on. But why stick with the drab brown, as he calls it. Why not a titian toupe—crew cut, yet.

PUSHADDEE, Harry Oliver's tortoise who made the front page of The Desert Sun Saturday, jumped the gun. He must have had a lonely day Sunday. For he went to Joshua Tree to write up the annual turtle races there. That was Sunday, April 21. The turtle races are scheduled for May 4 and 5.

Perhaps, he just started for Joshua Tree last Sunday hoping to make it by May 4.

But he practically disqualified himself as a newspaper man. Imagine one of those hunt and peck boys being ahead of time. It is mostly vice versa with the accent on the first word.

HAVE FOUND myself another thing to gripe about. That's the scrap book addicts. Those people who, whenever they see something interesting in a newspaper, snip it out to paste in their collection of whimsies.

I wouldn't mind so much if they'd wait until the paper was ready for the trash barrel.

But it is a bit disconcerting to settle yourself in an easy chair, surrounded by the Sunday paper and prepare to do a spot of light reading — and just as you get down to the eighth race, it isn't there.

The scrap book found saw something on the other side of the page and tore it out.

THIS WEEK we are celebrating National Garden Week. National Photography Week. Hardware Week and American Comedy Week. Which is a mighty good combination. They go together.

You work in the garden with tools from the hardware store and somebody takes your picture.

When they show that picture on the home screen, that makes for Comedy Week.

White reminds me that somewhere I read that "give a woman a yard and she'll make her husband spade it up."

TO MOST PEOPLE, Sunday is a day of rest even unto eating. They make it just a two big meal day. Sleep in late, partake of a big breakfast, also late, then gorge on a big dinner, early. Then sit around with that dopey feeling to watch TV.

That's why I believe that television commercials around dinner time which extol food products are not productive. Thoughts of food do not appeal to people who have just stuffed themselves and are slightly disturbed as a result.

Even blurs about cosmetics would be better.

## INEZ ROBB:

## Not Tree Ripened

You know that long, slim golden-yellow fruit that you and I aren't supposed to put in the refrigerator because the chill will kill its delicate constitution?

Well, sir, it may be mighty delicate by the time it turns yellow and you and I handle it with care in the supermarket. But one thing is certain: In its green state, the banana has an iron constitution and must be the toughest fruit on record.

Oracabessa is the banana port of the chief banana-producing section of Jamaica. St. Mary's Parish, known locally as the Banana Parish. While there recently I heard that the weekly banana boat was scheduled to arrive in Oracabessa, so I decided it would be interesting to go over to the port and watch it load. I wasn't mistaken.

IT WAS ONLY a seven-mile drive from Tower Isle to the port, but all Jamaican roads were obviously laid out by a snake with a skin full of the local rum. The Jamaican roads specialize in the sharpest of hairpin turns every hundred feet and anyone subject to motion sickness ought to have a sea-sick remedy handy.

Nor was I comforted by the Jamaican driver who solicitously informed me that he always drove "defensively." I am still trying to figure that one out.

However, when I was not engaged in prayer with eyes shut, I noted the banana plantations on each side of the road. Large, muscular Jamaicans were cutting bunches of green bananas, tossing them like a sack of clams to a helper who, in turn, tossed them like a hard rubber ball to a man in a truck who unceremoniously plunked them down on top of other bunches of bananas.

ORACABESSA ITSELF is scarcely more than a wide spot in the road, with three big receiving and loading sheds. It comes to life once a week when the banana boat arrives.

Under the long, hot sheds all is automation, swift and effi-

cient, but purely human and purely wonderful. From the moment a truckload of bananas backs up to one of the sheds, the human assembly line goes into marvelous action.

Before each bunch is finally tucked away into the hold of the Europe-bound banana boat, it is tossed through a minimum of 50 pairs of strong, black hands, as it is washed, slipped into a pail, and then loaded into the lighter to be ferried to the banana boat anchored in mid-harbor.

AT MIDNIGHT I went out on the launch that haul the lights to the freighter to watch the marvelous coordination of lighter and loading crews. Under strong lights, the small boat nudged up to the freighter and instantly a human pyramid went into action, tossing the bananas upward through the pyramid to the hold. There another assembly line swiftly packed the bananas, tier on tier, for the long voyage.

By this time, with so much handling, the bananas should have been reduced to mush, if not oil. But they were still firm as rocks. So are they picked green in order to ease the transportation problem? No! A tree-ripened banana is inedible. It is equally ruinous to leave 'em on the tree or in the refrigerator!

## QUOTES

By UNITED PRESS

CHICAGO — Richard Kozmin, 10, on the possibility that he and his younger brothers may have to return to Russia with their parents:

"I'll bet they don't even play baseball there."

PARIS — Queen Elizabeth II after receiving a miniature electric model of the Paris Metro (subway) for her son, Prince Charles:

"It looks a little complicated. It will certainly amuse my husband."

## GRIN AND BEAR IT By LICHTY



"Your plan for cutting the budget is unrealistic, Senator! . . . It makes no provision for crediting us with the savings and blaming the opposition for the cutbacks! . . ."

## EARL WILSON:

## Rehearsals Yet

NEW YORK—Beckon I'm still naive about the Big Town, but how about a rumor I heard about some quiz shows? A famous athlete from a nearby city tells me he was invited to expert on music — though he knew nothing about music. "They were going to bring me into N. Y.," says this out-of-towner, "and coach me on music questions several weeks!"

Lucy and Desi'll nick Ford \$2,500,000 for those five big one-hour musical extravaganzas next year. Desi'll even lead his hand . . . One too-sweet "ideal Hollywood marriage" is crackin' after faking it for years . . . Joey Adams' literary howler, "Cindy & I" is being sold via Diners Club. If you can't read it, you can eat it.

NANETTE FABRAY chose Wednesday to do the wedding bit with writer-director Randal Mac Dougall, the quiet Scot. Honey-moon: Mexico. Future address: Beverly Hills. They wed one day after Nan's next TV show titled — peculiarly — "A Man's Game."

"Middle age," says Fort Worth's Jack Gordon, "is when a pretty girl smiles at you 'cause she thinks you're a friend of her dad's."

Our own "Medic program: Jimmy Dorsey" in Doctor's Hospital. Opening at the Statler: "The Fabulous Jimmy Dorsey Orchestra, Directed by Lee Castle" . . . Dancer Carole Haney (and husband actor Larry Blyden) are expecting again. They lost the first . . . Pulitzer Prize Reporter Fred Woltman collapsed in the W-Telly editorial room.

MARILYN MONROE tells me she's got trouble with her trachea (windpipe). Arthur Miller figures she'll be a "housewife" for a year . . . Denise Lor wants to know just one thing: "Is there life after marriage?" . . . Tommy Manville, doting Pat Gaston of the "Follies," also flipped for singer Micki Marlo but hadda stay at home next night and air-condition his Rolls Royce. (A millionaire's work is never done).

On Swindle Street: It's getting common. The personal mgr. or pal of a hot new personality delivers her to a big talent agency which gets 10 per cent — but the agency kicks 5 per cent back to the personal mgr. who swindles the trusting

client. Right here in the good old U. S. A. Things like that make me hotter'n a bucket of red ants, as Tennessee Ernie says.

Steve Allen Jr., 12, m.c.d. a school show in L.A.—which sold out. 'Cause the placards all said, "Steve Allen, M. C."

THE MIDNIGHT EARL . . . George Jessel's reported taking out a \$250,000 life insurance policy, with pretty Karen Hanson, 20, as beneficiary . . . Nora Flynn Haymes, ex-wife of Errol and Dick, is managing a Beverly Hills dress shop . . . Vice Pres. Nixon's planning a European tour.

Jerry Lewis put a mahogany floor and pool table in his garage, now must park his cars in the street . . . Christian Dior will design a layette for the Todd-Liz Taylor infant . . . Billy Eckstine cancelled all N. Y. jobs and dashed to H'wood for dental surgery.

Sophia Loren gets Person to Person'd from H'wood May 3 . . . Jack Carson dated his estranged wife, Lola Albright, four times last week . . . The Dick Longs (Mara Corday), who are expecting, are reported busting up . . . Disk companies are bidding for the late Tommy Dorsey's record company and its 64 masters of the old TD classics . . . Switch: Diana Barrymore, at Cavanaugh's, ordered a Horse's neck — which is ginger ale.

Suzi Parker, the famed model, gets her film break with Cary Grant in "Kiss Them For Me" . . . Tyrone Power bought a Rolls Royce in London, is shipping it to L. A.

EARL'S PEARLS . . . Thomas Carlyle said it long ago: "There is a great discovery still to be made in literature, that of paying literary men by the quantity they do NOT write."

WISH I'D SAID THAT: You can't please some people. As soon as the drought appeared to be broken, one Kansan worried whether the levee would hold. — H. G. Hutcheson.

TODAY'S BEST LAUGH: A woman was asked on "The Big Payoff" if marriage had changed her husband's habits. She said, "Yes, he stopped taking me out."

Some of those oceanside Miami hotels are so swank, claims Moe (Monte Carlo) Brownink, that they won't even let the tide in . . . That's earl, brother.

## MIKE CONNOLLY:

## Fight Angle Underplayed

HOLLYWOOD—Producer Sammy Wieselhaft is de-stressing the fight angles of "The Jack Dempsey Story" and emphasizing how The Manassa Mauler got out from under that "slacker" canard they pinned on him during World War I . . . Why soft-pedal the pugilistic end of it? Because "Somebody Up There Likes Me," a fine picture, didn't do too well at the nation's boxoffices.

A lot of us Hollywood reporters are confused by all the Marlowes, Marloes and Marlos now acting hereabouts: Kathy, Scott, Hugh, Katharine, Lucy, Marion and Mick! . . .

PRODUCER JACK Broder, flat on his back this past year following an auto smashup, will return to production with Frank ("Wings of Eagles") Fenton's script, "The Fabulous Shill" . . .

A shill, as though you didn't know, is a decoy who entices others to the gambling tables . . . Furthermore, "The Fabulous Shill" is about a fabulous shill who works in fabulous Las Vegas, and that's all the plot you'll get out of ME!

A starlet here offered to tattle on others to the publisher of a scandal mag if he would kill a story his rag dug up about her. But I refuse to tattle the poor, misguided gal's name . . . Jeanne Crain and Paul Brinkman bought a yawl, yawl.

Rory Calhoun is recording a folk album for his own Rovvie label . . . Wouldn't Burns and Allen be great in the movie version of "The Great Sebastians"? But Columbia thinks otherwise and is luring Vivien Leigh and Laurence Olivier to play the parts originated on the stage by Lynn Fontanne and Alfred Lunt.

PARAMOUNT IS paying \$54 a day for Sophia Loren's suite at the Bel-Air Hotel but nobody has told the Italian import about the American habit of TIPPING . . . So the staff at the inn is ignoring her rings.

Mamie Van Doren's first scene in "Teacher's Pet" at Paramount is to walk up to Clark Gable, kiss him, stand back to watch the effect, and then kiss him again . . . I asked Mamie how she likes her part. She said, "I like it, I like it."

Hollywood Women's Press Club held its ninth annual Men's Day Luncheon at the Beverly Hills Hotel and one of us ink-stained witches "won" Jayne Mansfield as a doorprize. Jayne arrived in

a packing box . . . Andy Devine dubbed for Jerry Lewis, who was busy making a movie, in the emcee spot—something I wouldn't wish on an airdale, but turned the trick neatly . . . Andy, trim as a terrier, having dieted off 90 pounds, said, "I'm used to substituting. I went to Republic on an actor's contract once and ended up standing in for Roy Rogers' Trigger for two years!"

TV TOPICS—I knew Jane Wyman wouldn't go jobless long. With her Procter & Gamble show on the shelf, Janie has already been approached to act as hostess and star in another dramatic series—which is as it should be.

"Aftermath," Rod Serling's original story dealing with racial prejudice, is now slated as the opening show of next season's Playhouse 90 series, instead of this season's closing show, for which it was originally intended. Meaning they want to get off to a roaring start in the fall.

Hollywood's TV studios are crowding because more and more of New York's highly-touted dramatic hour-long shows are moving to Tinseltown for origination. As one Gotham scripper puts it: "Looks like the film capital is beginning to swallow up New York!" . . . Jack Palance tells about the two convicts who got into a fight in San Quentin, where Jack shot "House of Numbers." Seems one of the cons called the other a dirty woman.

BEVERLY GARLAND, who'll play the part of a New York policewoman in her new series, "Decoy," cracks: "If I'm not careful, I'll end up being a female Jack Webb!" Is that BAD? . . . Commenting on her seeming affinity for roles in monster-type movies such as "Not of This Earth," etc., Beverly blurts: "I will admit I'm well qualified for such pictures. Once upon a time I worked in the Forest Lawn postal department, and one of my jobs was to go to the post office to pick up boxes containing ashes of cremated persons. They had been mailed to Forest Lawn. So you might say I was a professional body snatcher."

A starlet I know stormed & stamped because no one else in her family wanted to watch the same TV shows she watches. Her pop offered to buy another set. But the temperamental one stormed & stamped: "You know how I hate watching television alone!"

## Quotes from the News

(By UNITED PRESS)

ALBUQUERQUE, N.M.—Democratic Lt. Gov. Joseph Montoya on his election to the U.S. House of Representatives:

"I shall go to Washington a Democrat and I shall remain a Democrat. However, in matters vital to the welfare of our state and nation, I shall cast my vote according to what I sincerely consider to be the best interests of the public I represent."

WASHINGTON: Robert C. Hill, assistant secretary of state, in urging Congress to grant statehood to Hawaii and Alaska:

"Statehood for Alaska and Hawaii would seem to constitute a clear example of self-government referred to in the charter of the United Nations, and as such, should be viewed in a favorable light by the great majority of U.N. members."

NEW YORK—President Ernest G. Swigert of the National Assn. of Manufacturers charging that labor leaders, not employers, are exploiting the workers of America:

"When an individual must join a union and subject himself to union discipline to make a living for his family, he can neither cry out in protest nor resign when the self-perpetuating leaders of the union betray his trust."

NEW YORK—Frederick S. Sigrist Jr., 17-year-old heirless, on plans for her third wedding ceremony with designer Gregg Suarez, made necessary because the first was invalid and the second wasn't a church ceremony: "I may keep on marrying Gregg indefinitely because I make him give me a new ring every time."

ATLANTIC CITY — President Walter Reuther of the United Auto Workers in describing his unions new public review board:

"It will be a board with broad powers and responsibilities. This is the real thing with no ifs, ands, and buts or loopholes."

LONDON—Daphne Fairbanks, daughter of film producer Douglas Fairbanks Jr. on being one of 12 Americans debutantes presented to Queen Elizabeth II:

"I've been practicing my curtsy for days."

NEW YORK—Comedian Jackie Gleason in announcing he will retire from his weekly television show June 23:

"Come June 23 and I will sit down and remain seated. I'm all done with this week to week thing."



## County Fair May Become Full Time Operation; Facilities to Be Utilized

Acting upon recommendations made last month by the County Fair Board, the County Board of Supervisors this week tentatively approved plans for making the office of fair manager a full time job.

Under the present arrangement, Fair Manager Robert Fullenwider divides his time between the Riverside County Fair and National Date Festival, and the Orange County Fair. He works half-time for both counties.

FAIR BOARD recommendations call for year-round operation, with more time at the fairgrounds in Indio for Fullenwider's office. More interim use of the facilities is one of the objectives of the full time basis.

In addition, the Fair Board believes that Riverside County's fair and festival has reached the point where it demands more time from its manager. Last February it attracted 182,345 visitors, and moved

to sixth place in California's 85 fairs.

BOARD PRESIDENT Bert Farmer announced that 1957 attendance at the fairgrounds was up 33 per cent over the previous year, and the \$150,345 in total revenues was an increase of 29 per cent over 1956.

In making the manager's job full time, Farmer said that more time could be devoted to planning, contacts, community relations, and expansion of interim use of the Indio facilities.

Funds for county and district fair operations are derived from pari-mutuel betting at race tracks and fairgrounds revenue. Since 1946, the Riverside County Fair and National Date Festival has been self-sufficient as far as county taxes are concerned.

FULLENWIDER has served as manager of the Riverside County fair program since 1945 when he inherited the job as part of his assignment as secretary of the Riverside County Chamber of Commerce.

He is a resident of Corona where he was in the automobile business until 1941. During the war he served as manager of the Farm Labor program in Riverside County.

**"Uncle John" Is Coming To Town**

### BUDGET PRICED COMBINATION!



NEW 12-CUBIC-FOOT "STRAIGHT-LINE" design REFRIGERATOR-FREEZER with TOUCH-ACTION Features



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New "straight-line" design refrigerator-freezer can be placed flush against the wall. Flush in a corner, or completely built-in.

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The Desert Sun

Thursday, April 25, 1957

## Teen-Age Models To Give Fashion Show Sunday

Youth and beauty will have full sway next Sunday, April 28, at Desert Highlands Hot Springs in Desert Hot Springs, when Jack Michel presents his well-known "Teen-Age Models" in an exhibition Style Show, at 2 p. m.

Patrons of the pools will not only have the pleasure of their usual swim in the natural hot mineral waters, but will see the very latest in bathing attire.

CYNDI GRAY, now being tested at a major film studio, will headline the show. Cyndi, as "Miss Altadena," is first runner-up to "Miss California" in the 1957 "Miss Universe" contest, and will have national coverage within the next sixty days in "Look" Magazine. She has been a Los Angeles "Examiner" Cover Girl on their "Pictorial Living" Magazine Section, and recently appeared as one of the beauties at the Palm Springs Police Show. She has also been featured on the TV program, "City at Night."

Other girls in the style show will be: "Miss TV," Judy Frederick; "Miss Los Angeles," Janet Lindgren; L. A. Examiner Cover Girls Diane Booker, Roella Miller and Jackie Ebeiler. Other models will be Judy Christie, Myrna Stuckney, Miriam Morsi, Diane Aitken, Melinda Bartley and Susan Tyrell.

AS A SPECIAL attraction "Wally the Clown," direct from Disneyland, will be on hand to give balloons to the children.

The Highland Pools are on Hacienda Avenue, one and one-half miles east of Palm Drive.

During the past three years, 64 per cent of North Dakota's corn acreage has been used for silage or fodder.



BOOSTING THE COUNTY Building Bond Issues here were Alvin Downs, seated at left, and Supervisor chairman Paul Anderson. Joining in the discussion standing, left to right, were Supervisors George Berkey and Curtis Chamberlain, and Ted Smith, president of the Coachella Valley Advisory Planning Commission. The picture was taken at the meeting of the CVAPC at The Springs restaurant. (Desert Sun Photo).

## Cities Get New Sales Tax Offer From County Board, All Get 12½% But Village

The sales tax proposal, county-wide with a donation by the cities to the county of 15 per cent of the monies collected within the cities as voted on by the county board of supervisors last week, was rescinded this week and a new motion to offer to accept 12½ per cent from the cities instead of 15 per cent, and to cut the 15 cents to five cents for Palm Springs, was approved.

**REALLY GOOD! like home made**



The motion to rescind the 15 per cent city participation was made and seconded by the same supervisors who made the motion to approve it last week, the motion being made by Supervisor William Jones, and seconded by Supervisor Fred McCall. However, it was Supervisor Paul Anderson who supported the 15 per cent last week, and Supervisor George Berkey who supported the rescinding action Monday.

"WE SHOULD leave it as it is," said Anderson. "It is confusing to keep changing our minds." It became even more confusing when Berkey later made a motion, seconded by Supervisor Curtis Chamberlain, to propose to the cities the acceptance of 12½ per cent of the tax "with all except Palm Springs for which a realistic figure is five per cent." The supporting vote for this proposal was cast by Anderson.

CONFUSION WAS added to confusion when later in the day McCall made a motion to rescind the action approving 12½ per cent participation. "We'll lose the confidence of the Farm Bureau and the Grange, cutting city participation below the 15 per cent the farm organizations have approved," said McCall.

The confusion came to an end when Anderson, as chairman of the board, said that Roberts Rules of Order under which the board operates, forbids an action to rescind a motion by anyone who did not vote with the prevailing side, and since McCall had voted against the 12½ per cent participation he could not vote to rescind the action.

COUNTY COUNSEL Ray T. Sullivan, Jr., presented a lengthy nine-page ordinance which would provide for the 15 per cent donation by cities. He said that if adopted the ordinance will become effective only if no city ordinance is adopted with a city rate in excess of an amount which would allow the participation agreed upon, or at the first day of a succeeding calendar quarter when that adoption is met.

## Building Bond Issue Change Gives Voters Two Choices

The \$5,465,000 county building bond issue is to be split into two parts, with a separate vote on a building program in the amount of \$4,420,000 and on land proposed for future building expansion and parking in a three and one-half block area near the courthouse in Riverside in the amount of \$1,045,000.

Supervisor George Berkey proposed division of the bond issue, and Supervisor William Jones who previously stated he believed \$2,000,000 sufficient for new county building, surprisingly seconded Berkey's motion for a \$4,420,000 bond issue for buildings and a \$1,045,000 bond issue for land near the courthouse. The vote favoring the proposed change was unanimous.

LATER IN THE day, Supervisor Jones sought to eliminate the bond issue for the land purchase. His motion to that effect was seconded by Supervisor Fred McCall but failed to carry when Supervisors Berkey, Curtis Chamberlain and Paul Anderson voted against it.

The \$280,000 deduction which reduced the \$1,325,000 land purchase to \$1,045,000 is for the property on the north side of Eleventh Street between Orange and Lemon extending one-half block northerly toward Tenth. This was added to the \$4,140,000 planned for buildings making the amount for the building program \$4,420,000. Berkey

said the area would be needed for parking.

IN PROPOSING the two-part issue, Berkey declared, "There is a great deal of opposition to the bond issue due to purchasing a considerable amount of land which is not to be used in the immediate future."

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# Cathedral City

By JEAN PATANE

Monday afternoon, in lieu of a 27 with leaders Mrs. F. Carnahan meeting Girl Scout Brownie Troop and Mrs. E. J. Ames, visited

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"Slim" Moorten's Cactus Garden. Mrs. Moorten showed the many interesting plants and other things found in their desert, and the Indian Relics from all over the country. Brownies in attendance were Pamela Ames, Aleta Brandt, Susan Carnahan, Lyn McCallum, Susan Ehrman, Julianne McQuaid, Sandra Smith, Jan Svoboda, Julie White, Susan Chabot and Zeida Shirley.

The Berton Lambs spent Easter weekend at Lake Havasu, camping and water skiing. After leaving the lake Sunday they stopped along the way to collect some interesting specimens of gem rocks, arrived home Sunday night.

Diane Buccino, daughter of the Joe Buccinos of Rancho Mirage was hostess last night for the Teenage Studio Party at Amelia Irvine's Merle Norman Cosmetic Studio. Their attention was drawn to the Bulletin Board with the names of all the girls who have hosted parties, and their guests. These Studio Parties held each Wednesday evening are proving very popular with the Teenagers.

Mrs. Colleen Miller and her son, Jerry, of Shafter, Calif., were Easter Weekend guests at the home of the Howard Deasons.

While guests at the home of Mr. and Mrs. A. M. Gillette, Mr. and Mrs. Robert Gillette of Westchester participated in the competitive games at the Palm Springs Bridge Club and won first place. Mr. and Mrs. George Gillette, brother and sister-in-law of the A. M. Gillette, and parents of Robert, were here from their home in Southington, Conn.

Mr. and Mrs. Ivan entertained the family over Easter weekend, having as their guests his brother and family, Mr. and Mrs. LeRoy Sharp and daughters, Virginia and Kathleen, of Pasadena, his sister and brother-in-law, Mr. and Mrs. John McBride, also from Pasadena. And on Easter day joining them were Mr. and Mrs. Clifford and son, Mike, (another brother) and his parents, Mr. and Mrs. John Sharp. Lending assistance was their daughter, Midge Donahoe, who is staying with her parents while her husband is on sea duty; and daughter, Christine.

### 'Spirit of St. Louis' Is Epic Now at Sunair

James Stewart stars in "The Spirit Of St. Louis," the Cinema-Scope Warner Color epic produced at Warner Brothers Studio and now playing at the Sunair Drive-in Theater.

Based on the Pulitzer Prize-winning book by Charles A. Lindbergh, the man and the world-wide hero of aviation. The fateful flight across the Atlantic alone in his plane and the events which led up to it are depicted.

In production for three years, "The Spirit of St. Louis" was filmed on locations in all the major capitals of the world. The film was recently premiered in New York City and won the acclaim of a capacity audience.

Scheduled for a full week on its first desert area showing the picture's co-feature is "Deep Adventure."

### Fast Correction

JACKSON, Mich. — A vital motion hit a snag when Roy Flewelling of Hanover Township, substituting for an absent member of the County Board of Supervisors, absently voted "no" on a routine motion to allow the supervisors their pay for the day. Other supervisors quickly set him straight, and the vote was made unanimous.

The red ground monkeys of Africa cannot swing by their tails. These simians live on plains and savannas, often venturing miles from the forest's safety.



AN ESTIMATED \$35,000 damage was done to the famous Willis Palms near Thousand Palms last week after a runaway camp fire burned out of control. Authorities say that it is possible that the trees, although blackened by the fire, as shown above, will regrow. The place, located just east of Thousand Palms, has been used many times by movie companies, most recently for the filming of "The Silver Chalice." The more than 350 palms were owned by W. R. Hillery and Claude Cobb of Cathedral City, who after the fire expressed fears that the destruction of the trees may cause natural springs in the area to dry up. About 50 trees survived the blaze. (Willis Photo).



INSTALLATION OF OFFICERS of the Cathedral City Women's Club was held Wednesday afternoon in the Starlite Room of the Chi Chi. Left to right, standing, Mrs. Jeff Seufferer, vice president; Mrs. John Gallarini, president, and Mrs. Josephine Moon, secretary. The other officers are, seated left to right, Mrs. Claude Yerkes, Mrs. Charles McClure and Mrs. Ross Cunningham. Some 20 women attended the installation luncheon. (Desert Sun Photo).

### 65 Attend Egg Hunt of Club

About sixty-five children scrambled for Easter eggs at the Cathedral City Junior Woman's Club Easter Egg Roll held at Sunair Park.

Big fuzzy Easter Bunnies were won by Dick Busby in the preschool through second grade group, and by Eddie Thompson in the third through sixth grade group.

Assisting in the success of project Easter Egg were Girl Scouts Sarah Hicks, Dana Gertner, Lorraine Howell, and Mary Jo Rich of Troop 26, Patti Patane of Troop 6, and Joan and Jean Allen.

The Club extended its thanks to the Cathedral City Area Business Association, the Cathedral City Chamber of Commerce for financial assistance, and to Harry Estel of the Cathedral Grocery Meat department who donated the eggs.

### Torrences Stage Successful Children's Party at Ranch

A Puppet Show and rainbow hued Easter eggs highlighted the Kiddie Easter Party at the Ranch Club, with Jon and Edna Torrence of Cathedral City, internationally famous brother and sister dance team in charge.

To the strains of Easter Parade, played on the accordion by Reno Rene, the 175 children marched to the garden around the pool area to hunt for the gaily colored eggs, especially the ones with the letters R C that meant an added prize. Then back to the Rodeo Room where the stage was set for Bob Baker's Marionettes.

### Mariner's Club

#### To Meet April 27

The 5 C's Mariners Club of the Cathedral City Community Church will present the Rev. Louis Balint, pastor of First Presbyterian Church of Fontana, as its guest speaker at the meeting being held in the Church Saturday night.

The business meeting will start at 7:15 following by the program. Rev. Balint's topic will be "Christianity versus Communism." The public is invited to attend.

### Business Group

#### Sets Election

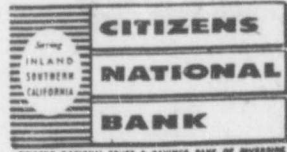
The Cathedral City Area Business Association will hold election of officers at the luncheon meeting at Monte Cito Restaurant on Wednesday May 1.

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## Cathedral City Lions to Hold Chuck Wagon Breakfast

The Lions Club Chuck Wagon Breakfast and the nomination and election of officers will share the agenda at the Lions Club dinner meeting being held tonight at 7 p.m. in the Town Hall.

The Chuck Wagon Breakfast will be served Sunday morning from 7 to 11 a.m. in the Cathedral Market parking lot. Offered are steak, eggs, hot cakes and the trimmings for a donation of \$1.50 for adults and 75 cents for children.

Proceeds from the breakfasts make it possible for the organization to continue its program of providing needy children with glasses, aid to the blind and to the school milk fund, and sponsoring Boy Scout Troop 81.

President Robert Bertrand urges all Lions to attend this important meeting. The nominating committee will present a slate for election and nominations will be held from the floor.

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THREE LOVELY MODELS Janice Sakofsky, Jo fashion show luncheon to be held at the Palm Roth and Barbara DeVorzon display some of the Springs Ranch Club tomorrow. (Gayle Studio, creations which will be featured at the Hawaiian Photo).

### Twins Spend Easter Together

Barbara, daughter of Lt. Commander and Mrs. Victor White of 1055 San Jacinto Way, has returned to Chapman College after spending Easter vacation in Washington D. C. with her twin sister Carole, who is employed by the state department. The two girls saw many places of interest, including a visit to the White House, and were guests at the Officers Club, where Carole is a hostess. The twins attended Easter Services at the U. S. Naval Academy chapel at Annapolis.

Recent Houseguests at the home of the Roy S. Holdens on South Calle Rolph, were S. D. Sloan, professor emeritus of the university of Iowa and Miss Mary Williamson of Des Moines.

### Hawaiian Style Show On Friday

The fashion show luncheon which the Palm Springs Ranch Club presents tomorrow will feature Hawaiian dress for every member of the family, and a preview of what to wear at the Club's annual lua party which will be held on May 3. All of the clothes to be modeled are imported from the Islands by Waltha Clarke's Hawaiian shops. Luncheon will be served at 12:30 and the models will display everything from bathing suits and other beach wear to formal dress. These will be modeled along with beautiful accessories also imported from Hawaii. There will be music and entertainment before and during the show, which will be commented by Waltha Clarke.

### Ginny Simms to Sing At Statler

Songstress Ginny Simms, who has a home on Mesquite, opens a singing engagement tonight in the Terrace Room at the Statler Hotel in Los Angeles. She will be supported by the Cardinals, a trio which combines music with acrobatics, and Dick Stabile and his orchestra.

Miss Simms will appear in the night club act which she broke in at the Chi Chi this winter. The T. E. Coreorans are leaving for Chicago after spending the winter at their home here. They plan to return next fall.

## Society

Hildy Crawford, Society Editor  
Phone 5005

The Desert Sun Thursday, April 25, 1957 7

### Milbacher-Gerhart Vows Said in Post-Easter Rites

White lilies decorated the altar at Our Lady of Solitude Church for the post-Easter wedding of Ann Gerhart, daughter of Mrs. Maxine Gerhart of Palm Springs and Joseph Gerhart of Massillon, Ohio, who recited her vows with John Walter Milbacher. The single ring ceremony took place at 4 p. m. on Monday before Monsignor John Power and Rev. Michael O'Donohue.

The bride, who was given in marriage by George Gannon, wore a floor length wedding gown of imported white Italian silk, appliqued with alencon lace, with seed pearls and iridescent sequins. Her hat was of lace with a fingertip veil and she carried a single white orchid on a white prayer book.

The bride's sister Gretchen was maid of honor, and wore a ballerina length gown of aqua, with matching hat and slippers. Two other sisters, Jill and Lynn, and bridegroom's sister Martha, were bridesmaids. They wore a lighter shade of aqua and all the bridal attendants carried yellow and white carnations.

Best man was Francis Arthur and ushers were William Beedie, Kenneth Kirkwood, John Arthur and Gene Peters.

Following the wedding there was a champagne wedding reception at the Howard Manor for around 100 wedding guests. The reception was held poolside under the striped awning, and Mrs. Robert Howard had wound the

posts with yellow and white satin ribbon and attached small vials of fresh flowers.

Among the wedding guests were the bridegroom's parents Dr. and Mrs. Walter Milbacher of Aurora, Illinois, Mr. and Mrs. Arthur Podak also of Aurora, Erwin Vaughan of Elko, Nevada, Ruth Jordan of Las Vegas, and four sorority sisters of the bride, Mary Ellen Roden, Caroline Solomon, Pat Sullivan and Shirley Van Antwerp.

The young couple left for a honeymoon in Las Vegas before returning to Tucson to resume their studies at the University of Arizona.

About 20 attended the rehearsal dinner which was held at the Tennis Club on Sunday night. Other pre-wedding festivities included a cocktail party for 75 given by Jean Hicks and Mary Kay Gannon on Saturday night.

### Birthday Is Occasion for Dinner Party

Monday was the birthday of Isador Singer but his wife chose Saturday evening to entertain at cocktails at their Riverside Drive home and then to the Biltmore for dinner.

The birthday cake served after dinner was a work of art, decorated in Easter colors with yellow and white icing tulips surrounding the cake, and "Happy Birthday" written across the top. Among those helping Mr. Singer celebrate were Mr. and Mrs. Thurman Arnold, Dr. and Mrs. Michael J. Singer of Long Beach, Dr. and Mrs. Bernard Singer, of Culver City, Mr. and Mrs. Raymond Chapman, Mr. and Mrs. Pat Chapman, and Mr. and Mrs. Alvin Honoroff of Los Angeles.

### Vacationers Enjoying Sun

Relaxing in the sunshine and enjoying lazy days on the desert at the Lone Palm are vacationers from many places.

From Memphis come Mr. and Mrs. George Landres and his brother and wife Mr. and Mrs. Landres of Los Angeles, Mr. and Mrs. Dell Wilkinson of Santa Clara, Mr. and Mrs. Ben Parkinson, Jr., of Palo Alto, Mr. and Mrs. Joseph A. Holting of Forest Hills, New York.

Also Mr. and Mrs. Barney Belier of Los Angeles, Harry Frech of New York and Russell D. Carpenter (vice president of I. Magnin Company) of San Francisco and New York.

Vacationing at the Lone Palm hotel are Mr and Mrs. James Battaglia and family from Jamestown, New York, who are also here to visit their long time friend Edward Dillon who has been a Village resident for several years.



MARRIED ON MONDAY at Our Lady of Solitude Church were Ann Gerhart and John Walker Milbacher, who are honeymooning in Las Vegas before resuming their studies at the University of Arizona at Tucson. (Gayle Studio Photo).

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### DAILY CROSSWORD

ACROSS

1. Forth
2. Man's nickname
3. Metalic rock
4. Insane
5. Ancient
6. Plank life
7. Take as one's own
8. Cherished
9. Worship
10. Exist
11. A machine tool
12. Sousa's works
13. Lair
14. Letter
15. Monetary unit (Latvia)
16. Measure (Cypress)
17. Shore recess
18. Timid
19. Killed
20. Weight (Siam)
21. Thus
22. Audience
23. Reckless persons
24. A godmother (Scol.)
25. Hawk
26. More real
27. Surrounded by
28. Kind of grass
29. Recipient of a gift
30. Young girl
31. Loose hanging ends
32. Down
33. Like flowers
34. Wanderer

DOWN

1. Vacat
2. tion
3. Spot
4. Semitic
5. local deities
6. Old Norse work
7. Middy
8. Frolics
9. Blaze
10. Gull-like birds
11. Cherished animal
12. Nail
13. Cow's food
14. Stylish
15. Tributory of Missouri R.
16. Girl's nickname (pos.)
17. Small pools (archaic)
18. Sum up
19. Extinct bird
20. Lowest official in mosque (Chin.)
21. Missouri R.
22. Girl's nickname (pos.)
23. Sum up
24. Extinct bird

### THERE OUGHTA BE A LAW

Fagaly and Shorten



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### TOM DANSON'S V-RADIOLOGIC

#### TVviewing Tips

1:00-ANNAPOLIS	2:30-CLMAX
1:30-DINAH SHORE	3:00-DANNY THOMAS
2:00-JACK LONDON STORIES	3:30-PLAYHOUSE 90
2:30-GROUCHO MARKS	4:00-TENNESSEE ERNIE
3:00-CIRCLE	4:30-VIDEO THEATER
3:30-PEOPLE'S CHOICE	

Following programs are compiled from reports provided by broadcasters. We assume no responsibility for last minute changes on their part, T.E.D.

#### TELEVISION TONIGHT

Colorcast	THURSDAY P.M.	5:00 P.M.	5:30 P.M.	6:00 P.M.	6:30 P.M.	7:00 P.M.	7:30 P.M.	8:00 P.M.	8:30 P.M.	9:00 P.M.	9:30 P.M.	10:00 P.M.	10:30 P.M.	11:00 P.M.	11:30 P.M.	12:00 A.M.
1-Annapolis	2-Clmax	3-Dann Thomas	4-Playhouse 90	5-Tenn Ernie	6-Video Theater	7-Annapolis	8-Clmax	9-Dann Thomas	10-Playhouse 90	11-Tenn Ernie	12-Video Theater	13-Annapolis	14-Clmax	15-Dann Thomas	16-Playhouse 90	17-Tenn Ernie
18-Video Theater	19-Annapolis	20-Clmax	21-Dann Thomas	22-Playhouse 90	23-Tenn Ernie	24-Video Theater	25-Annapolis	26-Clmax	27-Dann Thomas	28-Playhouse 90	29-Tenn Ernie	30-Video Theater	31-Annapolis	32-Clmax	33-Dann Thomas	34-Playhouse 90

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#### MONDAY THROUGH FRIDAY

6:00-News	6:30-News	7:00-News	7:30-News	8:00-News	8:30-News	9:00-News	9:30-News	10:00-News	10:30-News	11:00-News	11:30-News	12:00-News	12:30-News	1:00-News	1:30-News	2:00-News
2:30-News	3:00-News	3:30-News	4:00-News	4:30-News	5:00-News	5:30-News	6:00-News	6:30-News	7:00-News	7:30-News	8:00-News	8:30-News	9:00-News	9:30-News	10:00-News	10:30-News

### Doodles By ROGER PRICE



### KCMJ (1340) 250 WATTS (CBS Affiliate)

#### MONDAY THRU FRIDAY 6 A.M. TIL 6 P.M.

6:00-News	6:30-News	7:00-News	7:30-News	8:00-News	8:30-News	9:00-News	9:30-News	10:00-News	10:30-News	11:00-News	11:30-News	12:00-News	12:30-News	1:00-News	1:30-News	2:00-News
2:30-News	3:00-News	3:30-News	4:00-News	4:30-News	5:00-News	5:30-News	6:00-News	6:30-News	7:00-News	7:30-News	8:00-News	8:30-News	9:00-News	9:30-News	10:00-News	10:30-News

### KPAL (1340) 250 WATTS

#### 4:30-News

4:30-News	5:00-News	5:30-News	6:00-News	6:30-News	7:00-News	7:30-News	8:00-News	8:30-News	9:00-News	9:30-News	10:00-News	10:30-News	11:00-News	11:30-News	12:00-News	12:30-News
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# TODAY'S SPORTS PARADE

By OSCAR FRALEY  
United Press Sports Writer  
Reg. U. S. Pat. Off.

NEW YORK (AP)—Ask his players what changed Casey Stengel from a baseball clown to a diamond genius and you come up with the summation that he is a combination mystic, psychologist and slave driver — complete with whip.

Stengel, in his nine years with Brooklyn and Boston, never finished higher than fifth in the managerial derby. His current string of seven pennants and six world championships in eight years is unmatched in baseball annals.

Everybody agrees that he has the talent with which to work. "But the biggest thing," says one, "is that he makes everybody feel he's the boss. No clubhouse lawyers with us. He kills 'em. He tells us hard and straight and, when he's done, you don't have any questions."

THE YANKEES have great respect for Stengel. No great fondness, possibly, because of his stern and dictatorial manner in the privacy of a businesslike clubhouse, but a respect tinged with just a bit of timidity. Yet, because of his fairness, they work ever harder for his rare award of praise.

Unquestionably he has had the talent yet it has been his job to mold the players into champions and he has done it with the aid of an able if silent band of coaches such as Jim Turner, Bill Dickey and Frank Crosetti. Yet even they listened mutely when the "Boss" speaks, which is often, because nothing misses the ever-watchful Stengel eyes.

"How'd we get the players?" Stengel growls. "Well, we don't hold a gun to their head and make them sign. Nor do we promise them any more than they are offered by other clubs."

THE ANSWER must be that the Yankee system of painstaking and never-ceasing instruction is the answer. Stengel instituted the so-called rookie school idea in 1951 yet, even when a man "makes" the big club, he still is checked and rechecked constantly.

"Maybe the answer is good material and attention to detail," said another player, "but Stengel manages us to an extra five to 10 games each season."

Frank Lane, general manager of the Cardinals, must agree. "One thing I try to tell 'em," he says, "is not to try to outman-age him."

## Sets New Record

LOS ANGELES (AP)—Mt. San Antonio's sensational Ron Larieu set a new national junior college two-mile record of 9:22.6 in a dual track and field meet Wednesday with the Occidental College frosh. Oxy won the meet, 67-64.

# College Golf Tournament Slated Here

Nine Schools Clash Tomorrow in Play on Thunderbird Course

Some 54 entries from nine universities and colleges have filed for starting times in the Eighth Annual Southern California Intercollegiate Golf Championships tomorrow at Thunderbird Country Club.

Defending champions in the 36-hole medal play event is the strong University of Southern California team, topped by Bob McCallister, San Gabriel ace who won the 1956 event with a 74-76-150 at Bakersfield. Also returning for this year's competition are Trojan Frank Stubbs, who finished second last year, plus SC's Ron Pawlacyk and UCLA's Captain Bill Foote, who tied for third in 1956.

FOOTE, the long-hitting star from Santa Ana, and his 19-year-old brother, Dick, who won the 1956 Western Junior Championship, are two of the most likely to break up the Trojan stranglehold on the beautiful SCGA cup.

Other teams sending in early entry lists include: University of California at Riverside, San Diego State, Loyola, Pomona, Long Beach State, Los Angeles State and Caltech.

Besides dominating the event in recent years with a succession of great collegiate stars, USC also dominates the tournament records.

MARVIN SHATTO set the individual event record with a 66-71-139 score at Victoria Country Club in 1953. That same year the Trojan three-man team established a mark of 439 and followed up in 1954 by tying the record at Bel Air Country Club in Los Angeles.

Some of the other outstanding Southland stars entered this year include: Vince Adamczyk, of Los Angeles State; Bob Dzioba, Loyola Ron Preston and Ed Cowan, of UCR.

All competitors will play practice rounds at Thunderbird this afternoon, with two men from each team competing in the driving contest at 5:30 p.m.

Jimmy Hines, pro at Thunderbird, is honorary tournament chairman.

## Annual Ojai Tennis Tournament Begins

OJAI (AP)—More than 600 net-ters were entered in the Ojai Valley Tennis Tournament, slated to start here today.

The tourney will feature both invitational and intercollegiate competition. Gil Shea, Los Angeles, and Louise Brough, Beverly Hills, head the invitational men's and women's singles fields.



BOB McALLISTER, USC, defending champion in the Southern California Intercollegiate Golf Championships, eighth annual renewal of which is scheduled for Thunderbird Country Club tomorrow. Nine southland universities and colleges will compete. (SC Photo.)

# SPORTS in the SUN

The Desert Sun Thursday, April 25, 1957 9

## INMAN LEADING BY ONE IN DERBY OPEN TOURNERY

LOUISVILLE, Ky. (AP)—Walker Inman Jr., bucked leg-tiring hills and an early spring growth of unruly Kentucky grass today to protect a one-stroke lead in the second round of the \$30,000 Kentucky Derby Open golf tournament.

Inman, 26, playing out of Bolton, Mass., put his putting iron to work and shot a four-under par 67 Wednesday to lead an international field of fellow pros and amateurs.

Inman rattled the cup with birdies on the first three holes and carded a 31-36. Tanned Walker finished his round by running in a 35-foot birdie putt on the par-five home hole.

Bill Casper Jr., Bonita, Calif., was one shot behind Inman at 68. Bunched in a three-way tie behind the two were Peter Thomson, 28-year-old Aussie; Bobby Maxwell, of Abilene, Tex., and veteran Jack Fleck, of Rochester, Mich., at 69.

Only 10 of the 115 pros and amateurs managed to break par on the par 71 course. The field will be cut to low 90 and ties today and the low 600 Friday. After a layoff Saturday, the final round will be played Sunday.

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# Palm Springs Wins Third Straight RCL Net Crown

## Robinson and Fullmer Start Final Grind

Find Middleweights in Good Condition at Physical Checks

CHICAGO (AP)—Middleweight champion Gene Fullmer and Sugar Ray Robinson, who lost the title in January to Fullmer, today opened their final week of training for their May 1 title re-match at the Chicago Stadium.

Both fighters underwent physical checkups by doctors of the Illinois Athletic Commission Wednesday and were declared in good condition for the championship fight.

Fullmer relaxed after the medical checkup, but Robinson resumed his training, sparring a few rounds. Fullmer was expected to finish his sparring Saturday.

Both fighters are near the 160-pound weight limit for the battle. Fullmer scales 157 pounds, but Robinson must lose 2½ pounds to get down to the limit.

## Gomez Pleased With 9th Round Kayo of Rogers

PROVIDENCE, R.I. (AP)—Harold Gomes, the New England feather weight champion, was mighty pleased today with his knockout victory over Bobby Rogers of Chicago in his first nationally televised fight.

"I wanted to win and I wanted to look good," the popular Providence scrapper said after dropping Rogers for the full count at 1:54 of the ninth round Wednesday night before 1,363 hometown fans.

Gomes certainly looked good in scoring two early knockdowns and then, after catching a mid-fight breather, he came back in the next-to-last round to put Rogers away for good with a countering right-hand punch to the jaw.

## Stewart, Hoad Move Up in Naples Play

NAPLES, Italy (AP)—Hugh Stewart of Pasadena, Calif., and Wimbledon champion Lew Hoad of Australia continued their advance in the Naples International tennis tournament Wednesday.

Stewart downed G. Mangone of Italy, 6-2, 6-1, while Hoad eliminated Patricio Rodriguez of Chile, 6-4, 6-4. Gerry Moss of Miami Beach, Fla., was eliminated by Neal Gibson of Australia, 4-6, 7-5, 6-1.

## Booming Bats Put A's Close To Top in AL

Athletics Chalk Up 16 Homers to Lead All Major Clubs

By MILTON RICHMAN  
United Press Sports Writer  
Those clouting Kansas City Athletics are kicking up the biggest racket in the American League today with an eye-popping home run barrage that's silencing all critics who wrote them off as "a farm club of the Yankees."

Only a half game out of first place, the Athletics actually are beating the Yankees at their own game—the home run. Lou Boudreau's fence wreckers have blasted 16 homers so far, the top total in the major leagues.

They slammed out five Wednesday night in burying the Cleveland Indians, 17-6.

The Yankees also used home runs to good advantage in beating the Orioles, 3-2. Mickey Mantle's homer off Connie Johnson in the eighth decided the contest after Yogi Berra hit a two-run homer in the first inning.

JACKIE JENSEN'S 10th inning single scored Billy Klaus from second and the run that gave relief pitcher Ike Delock of the Red Sox a 4-3 decision over the Senators. Ted Williams tied the score in the eighth with his third home run of the season off loser Bob Chakales.

A three-run triple by rookie Ed Bouchee followed by a two-run homer off the bat of another rookie, Bob Bowman, highlighted a seven-run sixth inning that gave the Phillies an 8-5 victory over the Pirates.

THE CINCINNATI REDS also came up with a seven-run inning in defeating the Chicago Cubs, 9-5, but they did it the hard way with only one hit.

They set a National League record by drawing nine walks in their seven-run fifth, four of the walks forcing in runs. Del Crandall's ninth inning homer off Willard Schmidt gave the Braves their sixth victory in seven starts, an 8-7 triumph over the Cardinals. Joe Adcock, Hank Aaron and Eddie Mathews also homered for the Braves while Del Ennis connected for St. Louis.

A passed ball by Wes Westrum enabled the Dodgers to score what proved to be the winning run in a 4-3 victory over the Giants.

### BRUN NETTERS WIN

LOS ANGELES (AP)—Johnny Lesch Wednesday paced UCLA to a 9-0 tennis victory over the University of Arizona by defeating Ellis Bryant, 6-2, 8-6, in first singles.

## STANDINGS

NATIONAL LEAGUE		
	W. L.	Pct. GB
Milwaukee	8 1	.857
Brooklyn	6 1	.857
New York	4 4	.500 2½
Chicago	3 4	.429 3
Philadelphia	2 4	.333 4
Cincinnati	2 4	.333 4
St. Louis	2 4	.333 4
Pittsburgh	2 4	.333 4½

Wednesday's Results		
Milwaukee 4, St. Louis 7		
Brooklyn 4, New York 3—night		
Philadelphia 8, Pittsburgh 5—night		
Cincinnati 4, Chicago 8—night		

AMERICAN LEAGUE		
	W. L.	Pct. GB
Chicago	4 1	.800
New York	3 2	.714
Kansas City	3 2	.625 ½
Boston	3 2	.571 1
Washington	2 3	.375 2½
Baltimore	2 3	.375 2½
Cleveland	2 4	.333 3½
Detroit	2 4	.333 3

Wednesday's Results		
New York 3, Baltimore 2		
Detroit 4, Chicago, ppd.—rain		
Boston 4, Washington 3—10 innings		
Kansas City 17, Cleveland 8—night		

PACIFIC COAST LEAGUE		
	W. L.	Pct. GB
Vancouver	9 4	.692
San Francisco	9 4	.692
Seattle	8 5	.615 ½
Los Angeles	7 5	.583 1½
Hollywood	7 5	.583 2
San Diego	6 6	.500 3
Sacramento	5 6	.455 3½
Portland	3 11	.214 7

Wednesday's Results		
San Francisco 3, Vancouver 1		
Seattle 4, San Diego 1		
Los Angeles 4, Sacramento 2		
Hollywood 4, Portland 3—10 innings		

## Dr. Bud Taylor in Quarter Finals in North-South Play

PINEHURST, N. C. (AP)—Defending champion Hillman Robbins, Jr. of Memphis, Tenn., with three victories under his belt, met Don Bisplinghoff of Orlando, Fla., today in the quarter-finals of the North and South Amateur golf championship.

Other quarter-finals matches paired Dr. Bud Taylor of Pomona, Calif., against Donald M. Weiland of Phoenixville, Pa.; Arnold Blum of Macon, Ga., against Bill Hyndman III of Philadelphia, and Lawrence Cook of Wrightsville Beach, N. C., against Walker Cup captain William C. Campbell of Huntington, W. Va.

Robbins, seeking to become the first two-straight winner here in 18 years, downed Bill Thornton of Tequesta, Fla., 1-up, in Wednesday morning's second round and downed Edward M. Tutwiler of Charleston, W. Va., 5 and 4, in the afternoon round.

Today's winners will meet in the semi-finals Friday over the 7,007-yard championship No. 2 course here, with the 36-hole final round scheduled for Saturday.

## Salas, Chestnut to Meet at Olympic

LOS ANGELES (AP)—Rugged Lauro Salas, former world lightweight champion, drops down in division tonight to battle Ike Chestnut, the No. 6 world featherweight title contender, in the Olympic Auditorium's scheduled 10-round main event.

## Boys Win Sweep, 9-0, Girls, 6 to 3

By LINDSAY NIELSON  
Palm Springs High School boy's tennis team made it a clean sweep over Beaumont High on local courts yesterday to win the Riverside County League championship for the third straight year. It was the fifth sweep out of seven meetings for Coach Seanus Nunan's charges.

Coach Moya Henderson's girls team also won yesterday, 6 to 3 to finish a possible second in that race.

WEDNESDAY'S matches were all won in straight sets but one. Bill Beck and Fred Grimm needed three sets to subdue Jerry Bebee and Lloyd Bridges of Beaumont in the first doubles.

Gary Waters and Frank Ripley wound up the RCL season without the loss of a match, both winning 6-0, 6-0, Wednesday. Waters hasn't lost a match in two years and Ripley, playing his first season for the Indians, gave up only four points.

NEXT ACTION for the Indians will be the California Interscholastic Federation Class Bee and Class Cee tournament at Santa Ana May 4 and 11.

Coach Nunan was given the traditional dunking in the Tennis Club pool.

He is losing five seniors from this year's team but has plenty of replacements.

In winning their third straight championship, the Indians gained permanent possession of the league tennis trophy.

BY TAKING their match from Beaumont 6-3, the girls' tennis team gained a tentative hold on second place in the RCL.

They still have two postponed matches with Perris High. In their scheduled meet earlier, darkness halted the play with Perris leading 4 matches to 3. Palm Springs must win these two to take second place.

WEDNESDAY'S results in Boys' tennis:

Ripley (PS) def. Jacques (B) 6-0, 6-0.  
Waters (PS) def. Skyray (B) 6-0, 6-0.  
Hammond (PS) def. Lee (B) 6-1, 6-0.  
McFarland (B) def. Gerhart (B) 6-1, 6-1.  
E. Williams (PS) def. Christianson (B) 6-0, 6-0.

DOUBLES  
Beck and Grimm (PS) def. Bebee and Bridges (B) 6-2, 5-7, 6-2.  
R. Williams and Hayward (PS) def. Moore and Hunsberry (B) 6-2, 6-1.

Results of the girls' matches:  
SINGLES  
Hammond (PS) def. Holme 6-3, 9-7.  
Cronelius (PS) def. Roubedoux 6-1, 6-0.  
Prost (B) def. Copans 9-11, 6-3, 6-2.  
Festerman (B) def. Gould 6-4, 6-3.  
Bashley (B) def. Gerhart 6-1, 6-3.

DOUBLES  
Arnsberg and Salas (PS) def. Thomson and Linden 6-1, 6-2.  
Schuler and Henderson (PS) def. Swenson and Jernigan 7-5, 6-0.  
Final score Palm Springs 6, Beaumont 3.

## Mejias Out of Game With Detached Rib

PITTSBURGH (AP)—Pittsburgh Pirates outfielder Roman Mejias, who pulled up in pain while running out an infield grounder against the Giants in New York Tuesday, will be out of the lineup for about a week to 10 days. The outfielder suffered a "detached rib" and will be unable to throw or hit until it has healed.

## Fight Results

PROVIDENCE, R. I.—Harold Gomes, 129½, Providence, R. I., knocked out Bobby Rogers, 120½, Chicago 9.  
St. Paul, Minn.—Del Fannagan, 149, St. Paul, Minn., outpointed Kid Gavilan, 147, Havana, Cuba 10.

Find It Fast  
In The  
'YELLOW PAGES'

## FINE CAR OWNERS Custom Built 1957 Lincoln Premier Convertible

This Lincoln Convertible was a special order at the factory in Detroit for a Maharaja of India, a member of Prime Minister Nehru's Government who visited Palm Springs on his way to the United Nations Assembly meeting in New York. He has returned to India.

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CORLISS COMMENTS, KDES, Mon.-Fri., 5 P.M.  
POINT OF LAW, KPAL, Mon.-Fri., 5:30 P.M.  
CONCERT HALL, KCMJ, Mon.-Fri., 9 P.M.



# County Salaries Are Upped \$330,000 for Next Fiscal Year, Starting July 1

Salary increases of approximately \$330,000 were approved by the board of supervisors this week for department heads and employees, not including elective officials, for the fiscal year 1957-58 which commences July 1.

The vote for increases for employees was unanimous, while the vote for increases for department heads was three to two with Supervisors William Jones and Fred McCall dissenting.

**SUPERVISOR GEORGE BERKEY** proposed the increases. He said

that he had been going over anticipated raises with Personnel Director Donald Spencer and that they had arrived at a formula pending complete installation of the new salary range plan.

"The department heads need to know more specifically what to budget for salaries for the coming year," said Berkey. "While it is important to get the new salary ranges on a step by step basis determined this year, it is necessary to have something definite for the new budget, and we believe the formula we propose will serve as a workable alternative."

**UNDER THE** proposed formula, salaries for department heads, now totalling \$11,480 per month, will total \$13,996 per month. This is an increase of \$2,516 per month, \$30,192 for the year. Spencer estimated the salaries of other employees now employed will amount to approximately \$300,000 more in 1957-58 than in the present fiscal year. This includes, however, step increases which some of the employees would have received had there been no raise.

**NO ACTION** was taken on increases for county counsel and the agricultural commissioner. The personnel director previously recommended an increase in the county counsel's salary from the \$633.33 he now receives monthly, to \$1,235 per month, and an increase for the agricultural commissioner from his present \$735 per month, to \$878 per month.

Berkey observed that so far as elective officials are concerned, salary changes could not become effective in any event until the commencement of new terms of office.

**DEPARTMENT HEAD** salaries increased by the action of the board are as follows:

Airports director, from present \$664 per month, to \$738 per month; Board of Trade manager, \$664 to \$758; building chief, \$525 to \$655; chief assistant purchasing agent, \$604 to \$688; civil defense coordinator, \$576 to \$655; communications director, \$550 to \$688; administrative officer, \$670 to \$758; garage superintendent, \$576 to \$655.

Livestock inspector, \$456 to \$513; medical superintendent of hospital \$553 to \$1016; planning director, \$664 to \$758; probation officer, \$664 to \$758; public defender, \$415 to \$466; health officer, \$902 to \$1,016; sealer of weights and measures, \$448 to \$566.

Veteran service officer, \$525 to \$594; welfare director, \$664 to \$758; personnel director, \$540 to \$655.

**Help! Again!**

**SALT LAKE CITY** — After a new police ambulance had been serviced and declared ready for use, officers checked it out, picked up an injured pedestrian, carried him one block when the vehicle knked out. They hastily called for the old ambulance.

**Masonic Notices**

**MASONIC TEMPLE**  
Ramon Road  
P. S. LODGE, F & A. M.  
No. 693  
Every Monday  
7:30 P. M.

**JOBS DAUGHTERS**  
1st and 3rd Tues.  
7:30 P. M.

**Desert Chapter**  
I. A. M. No. 150  
1st and 3rd Wed.  
7:30 P. M.

**O. E. S.**  
1st and 3rd Thurs.  
8:00 P. M.

**SHRINE CLUB**  
1st Tues at 12 Noon  
Doll House

**HI 12 CLUB**  
1st and 3rd Thurs, Noon  
Desert Aire Hotel  
Rancho Mirage

## LEGAL NOTICE

**CERTIFICATE OF DISCONTINUANCE OF USE AND/OR ABANDONMENT OF FICTITIOUS NAME**

**THE UNDERWRITTEN CORPORATION** does hereby certify that effective March 29, 1957, it ceased to do business under the fictitious firm name of:

**RIVERSIDE INTERNATIONAL MOTORWAY**

on Day Street, Edgemont, Riverside County, California, which business was formerly composed of the following corporation, whose name in full and principal place of business is as follows:

**WEST COAST AUTOMOTIVE TESTING, INC.**  
3859 Main Street, Riverside, California.

Witness my hand and corporate seal this 12th day of April, 1957.

**WEST COAST AUTOMOTIVE TESTING, INC.**  
By JAMES E. WEST, JR., President.

**STATE OF CALIFORNIA**

**COUNTY OF LOS ANGELES**

On this 12th day of April, 1957, before me, the undersigned, a Notary Public in and for said County and State, personally appeared JAMES E. WEST, JR., known to me to be the President of the corporation that executed the within instrument, known to me to be the person who executed the within instrument on behalf of the corporation herein named and acknowledged to me that such corporation executed the within instrument.

**IN WITNESS WHEREOF**, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

**WILLIAM J. ROHE**  
Notary Public in and for the State of California, County of Los Angeles.  
My commission expires Jan. 31, 1961.  
Publish April 25, May 2, 9, 16, 1957.

**NOTICE OF SALE OF REAL AND PERSONAL PROPERTY AT PRIVATE SALE**

**NO. 325**

**IN THE SUPERIOR COURT OF THE STATE OF CALIFORNIA IN AND FOR THE COUNTY OF LOS ANGELES**

In the Matter of the Estate and Guardianship of ALTON M. WETTERMAN, also known as ALMA M. MORGAN, an incompetent person.

Notice is hereby given that the undersigned will sell at private sale to the highest and best bidder, subject to confirmation of said Superior Court on or after the 8th day of May, 1957, at its Trust Department, care of P. H. Dyer, 620 South Spring Street, Los Angeles 14, California, all the right, title and interest of said incompetent person and property situated in the County of Riverside, State of California, particularly described as follows:

An undivided one-half (1/2) interest in the following described property:

**PARCEL 1** Lots 8 and 9 of Rancho Mirage, as shown by map on file in Book 18 page 66 of Maps, Riverside County Records.

**EXCEPTING** therefrom all water rights in, under, upon or across said premises or appurtenant thereto or any part thereof, including the right to develop and convey water therefrom.

**PARCEL 2** That portion of the Southeast quarter of the Northeast quarter and the Northeast quarter of the Southeast quarter of Section 13, Township 3 South, Range 4 East, San Bernardino Base Meridian, described as follows:

Beginning at the most Southerly corner of Lot 8 in Rancho Mirage as shown by map on file in Book 18 page 66 of Maps, Riverside County Records, thence North 31° 04' 30" West, along the Southerly line of Rancho Mirage, 240 feet to the intersection with the Southerly extension of the Southerly line of Lot 8, thence North 18° 55' 29" East, 10 feet to the point of beginning.

**EXCEPTING** therefrom all water rights in, under, upon or across said premises, including the right to develop and convey water therefrom.

The above described real property is located at 1848 Sahara Road, Rancho Mirage, California. Household furniture and furnishings located in the residence on the above described real property.

The above mentioned personal property may be sold separately or with the real estate as a part of the sale.

Terms of sale: cash in lawful money of the United States on confirmation of sale or part cash and the balance deferred by a note secured by a mortgage or trust deed on the property so sold. Ten per cent (10%) of amount bid to be deposited with bid.

Bids or offers to be in writing and will be received at the aforesaid office at any time after the first publication hereof and before date of sale.

The other undivided one-half (1/2) interest in the above described property is also being offered for sale by California Bank as successor trustee of the Estate of Frank W. Morgan, deceased, also known as Frank Morgan, deceased. DATED this 2nd day of April, 1957.

**CALIFORNIA BANK**, Trust Officer Guardian of the Incompetent.

**STEPHEN JONES**, LA 7572, Attorney for Guardian, 421 South Spring Street, Los Angeles 14, California.

Atorneys for Guardian, 23, 24, 25, 26, 27, 30, & May 1, 2, 3, 4, 7, 1957.

**CERTIFICATE OF LIMITED PARTNERSHIP FOR TRANSACTION OF BUSINESS UNDER FICTITIOUS NAME**

The undersigned do hereby certify that they are conducting a public automobile raceway for testing of automobiles and the holding of automotive sport events business located on Day Street, Edgemont, Riverside County, California, with offices at 3859 Main Street, Riverside, California, under the fictitious name of:

**RIVERSIDE INTERNATIONAL MOTORWAY**

also known as **RIMRA**

and that said firm is composed of the following California corporation whose name in full and principal place of business is as follows:

**WEST COAST AUTOMOTIVE TESTING, INC.**  
A California Corporation  
Principal Place of Business: 3859 Main Street, Riverside, California.

**STEVE MASON** (General Partner)  
Residence Address: 18844 Mooncrest Drive, Encino, California.

**JOHN EDGAR** (General Partner)  
Residence Address: 16461 Garvin Drive, Encino, California.

**WITNESS** my hands this 12th day of April, 1957.

**WEST COAST AUTOMOTIVE TESTING, INC.**  
By JAMES E. WEST, JR., President  
General Partner  
**STEVE MASON**  
General Partner  
**JOHN EDGAR**  
Limited Partner

**STATE OF CALIFORNIA**

**COUNTY OF LOS ANGELES**

On this 12th day of April, 1957, before me, the undersigned, a Notary Public in and for said County and State, personally appeared STEVE MASON and JOHN EDGAR, known to me to be the residents whose names are subscribed to the within instrument, and acknowledged to me that they executed the same.

**IN WITNESS WHEREOF**, I have hereunto set my hand and affixed my official seal the day and year in this Certificate first above written.

**WILLIAM J. ROHE**  
Notary Public in and for the State of California, County of Los Angeles.  
My commission expires Jan. 31, 1961.  
Publish April 25, May 2, 9, 16, 1957.

**NOTICE**

**TO ALL WHOM IT MAY CONCERN:**

NOTICE IS HEREBY GIVEN:

(1) That the James and Dunn Milling Company, a corporation, are the owners of certain property located in the County of Riverside, and more particularly described as follows:

The Northeast Quarter of the Northwest Quarter of Section 29, Township 4 South, Range 4 East, San Bernardino Base Meridian, lying Southwesterly of the Southern Pacific Railroad Company's right-of-way.

Excepting therefrom the Northerly 20 acres thereof and the Northerly 20 acres of the Southeast Quarter of Section 29, Township 4 South, Range 4 East, San Bernardino Base Meridian, as per map recorded in Book 1912, Page 184 of Official Records of Riverside County, State of California.

The North 20 acres of that Portion of the Northeast Quarter of Section 29, Township 4 South, Range 4 East, San Bernardino Base Meridian, lying Southwesterly of the Southern Pacific Railroad Company's right-of-way, excepting therefrom the Northerly 20 acres thereof and the Northerly 20 acres of the Southeast Quarter of Section 29, Township 4 South, Range 4 East, San Bernardino Base Meridian, as per map recorded in Book 1912, Page 184 of Official Records of Riverside County, State of California.

(2) That said corporation has obtained knowledge that repairs and work will be done on the property in connection with the operation of rock crusher and mill located upon said property.

(3) That ten (10) days have not elapsed since said corporation obtained this knowledge.

(4) That said corporation will not be responsible for the erection of buildings, crushers, etc., or of any building or structure on said premises, or for the material or labor used or to be used thereon, which has been performed, furnished or used in any manner or way upon said land or upon the structure thereon, in addition thereto, or for services of any architect.

(5) That HARRY T. LUCAS JR., a co-partnership, doing business as H. T. LUCAS MINING COMPANY, are the lessees and prospective purchasers of said property under contract of purchase of said property in P. O. Box 166, Thousand Palms, California.

JAMES AND DUNN MILLING COMPANY, a Corporation  
By MICHAEL DUNN, President  
A. J. LUCK, Secretary per L. L. LUCK

**STATE OF CALIFORNIA**

**COUNTY OF RIVERSIDE**

Michael Dunn being first duly sworn, deposes and says: That the above and within notice is a true and correct copy of a notice posted in a conspicuous place on the Northeast Quarter of the Northeast Quarter of Section 29, Township 4 South, Range 4 East, San Bernardino Base Meridian, lying Southwesterly of the Southern Pacific Railroad Company's right-of-way, excepting therefrom the Northerly 20 acres thereof and the Northerly 20 acres of the Southeast Quarter of Section 29, Township 4 South, Range 4 East, San Bernardino Base Meridian, as per map recorded in Book 1912, Page 184 of Official Records of Riverside County, State of California, on the day of the facts stated therein are true to his own knowledge, and that he is making this affidavit for and on behalf of the persons for whose protection said notice was given.

(6) MICHAEL DUNN  
Subscribed and sworn to before me this 20th day of April, 1957.

GORMAN F. KELLEY  
Notary Public in and for said County and State (My Commission Expires March 6, 1959).  
Pub. April 23, 24, 25, 1957.

## Classified Ads...

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**YOUR CAR SHIPPED FROM PALM SPRINGS TO ANY CITY IN U.S. LESS THAN \$100 FULL PRICE. NATION-WIDE DRIVE ALWAYS AGENCY. PHONE L.A. NEVADA 6770. 116-17 LONG BEACH BLVD., LYNWOOD, CALIF.**

**Lost and Found 10**

**LOST**—Siamese cat, answers to Sheba, Reward.  
PHONE DIANE 2641

**LOST**—Silver Miniature Male Poodle, Name Jo-Jo. Reward.  
PHONE 5463

**Personals 12**

**PALM SPRINGS BRIDGE CLUB**  
OPPOSITE DESERT MUSEUM  
Open to the Public  
170 TAIQUITZ DR. — PH. 5013

**ALCOHOLICS ANONYMOUS**  
Meetings Wednesday at 8:30 — St. Theresa's Kindergarten Room  
Friday 8:30 St. Paul's Episcopal Church Parish House.  
PHONE 2701 UNTIL 9 P.M.

**Announcements 14**

**NEWEST BOOKS! Modern Cards! Typewriters and supplies.**  
**DESSERT BOOK SHOP**  
443 N. Palm Canyon Ph. 5208

**Service Misc. 15**

**RALPH MEYERS**  
LICENSED PLUMBING  
30 YEARS EXPERIENCE  
**WE MAKE**  
Connections from Cesspool to Your Sewer Lateral. Call Us For Competitive Bid.  
Repair Work — Installation  
Water Heaters — Sprinkler Systems and Stoppages Electrically cleaned  
63-910 OASIS ROAD  
Ph. 6373 days or 6577 Evenings

**WE USE THE NEW ZOLATONE - PROCESS**  
IN Painting Patio Furniture and Household Appliances for lasting wear.

**Desert Decorating Service**  
Phone 7816

**JOURNEYMAN-REPAIRMAN**  
ANY AND ALL REPAIR WORK  
Guaranteed. Houses Watched, Grounds Watered — Ph. 7302.

**JOHN BAZZONI**  
CUSTOM CABINETS AND FURNITURE MADE TO ORDER  
ALSO REPAIR WORK  
531 Industrial Pl. Ph. 7878

**Mimeographing**  
PRINTING  
Business Cards, Announcements  
Rubber Stamps, VONA GOLF  
66-570 Carey Rd., Phone 8-4474.

**PAINTING**  
YOU PAY FOR WHAT YOU GET!  
Do you get what you pay for?  
Hourly rates. Equipment furnished  
PHONE 3650

**MAIL BOXES**  
CUSTOM STANDS STYLED TO MATCH YOUR HOME  
JAY'S MAINTENANCE PH. 9775

**HANDYMAN**  
REPAIRS OF ALL KINDS — COOLERS — VENETIAN BLINDS  
JAY'S MAINTENANCE PH. 9775

**Desert Clean Up**  
Gardening, Hauling, Maintenance  
P.O. BOX 905  
WE care for your home while you are away — Phone 9519.

**SLIPCOVERS**  
D. FISHMAN PHONE 8-4094  
MADE TO ORDER

**The Desert Sun** — Thursday, April 25, 1957 10

## Buying or Selling Real Estate

Use Multiple Listing Service today!  
It saves you weeks of hunting... you get what you want where you want it.  
It adds nothing to the cost of the transaction.

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Penthouse 31, The Plaza	596 S. Indian Ave.	
CROMMELIN, JACQUES	MILLER, FRANK W.	2929
174 N. Palm Canyon Drive	428 N. Palm Canyon Dr.	
DAVIS, JOHN C.	MUNHOLLAND & CO.	5043
1171 N. Palm Canyon Dr.	1059 N. Palm Canyon Dr.	
DEVORZON, JULES	MURPHY, HAROLD E.	5102
380 N. Palm Canyon Dr.	464 N. Palm Canyon Dr.	
DUNLEVIE, ERNEST G.	NELSON, AMY	5254
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559 S. Palm Canyon Dr.	861 N. Palm Canyon Dr.	
FULTON, MURIEL E.	PALM SPRINGS REALTY CO.	2973
125 S. Palm Canyon Dr.	Box 848	
GANNON REALTY CO.	PRESS, THERESA	5282
1201 N. Palm Canyon Dr.	611 S. Palm Canyon Dr.	
HAMMOND, JAMES W.	RANSOM REALTY CORP.	2793
875 N. Palm Canyon Dr.	1542 N. Palm Canyon Dr.	
HASKELL, JOHN & CO.	RAY, TERRY	2064
456 N. Belardo Rd.	775 N. Palm Canyon Dr.	
HEISER, WILLIAM J.	VENGER, LOUIS	5595
1546 N. Palm Canyon Dr.	3775 N. Indian Ave.	
HICKS, HAROLD J.	WEINSTEIN, RALPH	2884
1345 N. Palm Canyon Dr.	256 1/2 S. Palm Canyon Dr.	
HUTTON'S REAL ESTATE	WILLIAMS, JOHN	3311
503 N. Palm Canyon Dr.	423 N. Palm Canyon Dr.	
HYDE, CORA B.	WRIGHT, BILLY	5727
290 N. Palm Canyon Dr.	382 N. Palm Canyon Dr.	

# ALLOW

# The Desert Sun

# TO FOLLOW YOU.

Wherever You May Go This Summer

MAILED TO YOU

# ANYWHERE

# AT NO EXTRA COST

Keep abreast of the news in Palm Springs and read about your friends through the columns of the DAILY DESERT SUN.

TEAR OF HERE—MAIL TODAY

Please continue my DAILY DESERT SUN without interruption.  
I am now receiving my DESERT SUN at the address below:

Name \_\_\_\_\_

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City \_\_\_\_\_

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**CALL 5005 for CLASSIFIED ADS**

**NEEDED** for Hotel, year around. COUPLE to be maid and gardener or maid and cooks helper, or maid and maintenance man. Desert Club, La Quinta, Ph. 9-3961

**AUTOMOBILE PAINTER**  
FULL TIME  
MUST BE EXPERIENCED  
PLAZA, DE SOTO, PLYMOUTH  
191 S. Indian Ave. — Contact Van

**Stenographer**  
5 DAY WEEK — REAL ESTATE OFFICE — PHONE 9681

**REGISTRATION** clerk, some typing, teletype, office down town Los Angeles, Write Box N. Alva-lon, Calif.

**NEEDED**—year around general maintenance man, gardener, cooks helper.  
Desert Club, La Quinta, Ph. 9-3961

**EXPERIENCED** hotel bookkeeper, year around. Phone Mr. Soffer Coachella 9-3961

**HOTEL MAID, 1/2 DAYS WORK**  
PLEASANT Working Conditions  
PHONE 5454

**AIRLINE CAREERS FOR**  
Men. See Our Ad Under CLASS 16

Woman for housework half days, no cooking.  
Phone 5875

**AIRLINE Careers for Women**  
See Our Advertisement Under Class 16

**HOTEL MAID**  
Live In or Out — Year Around  
Desert Club, La Quinta, Ph. 9-3961

**NEEDED**—summer watering, experienced gardener, local references. Woodrow, Phone 9033

**COMPETENT, RELIABLE MANAGER, HOTEL, RESTAURANT, COCKTAIL LOUNGE.** PH. 5647

**EXPERIENCED** landscape gardening, yard maintenance. PHONE 5660 after 5 p.m.

**PAINTER** wants work by the hour NO JOB TOO SMALL PHONE 9431

**Help Wanted 27**

**SECRETARY**  
EXPERIENCED—man or woman for residence and office of realty developer.  
Phone 9678 for Appointment

**Desert Clean Up**  
Gardening, Hauling, Maintenance  
P.O. BOX 905  
WE care for your home while you are away — Phone 9519.

**SLIPCOVERS**  
D. FISHMAN PHONE 8-4094  
MADE TO ORDER



## HAROLD HICKS REALTOR

30 YEARS IN PALM SPRINGS  
1345 N. PALM CANYON DRIVE

### Tennis Anyone?

Here is a two bedroom, two bath home with tennis court. This well furnished house has just been redecorated. Luxurious landscaping assures complete privacy and located in an estate area, within walking distance of town. Call us for an appointment to see this choice value, priced at

**\$29,500 Furnished**

### New Home...New Area

Luxury home consisting of 4 bedrooms, 3 baths with a double garage, on a large corner lot. Many built-ins—O'Keefe and Merritt stove—garbage disposal—and forced air heat with refrigeration. Beautiful carpeting installed. Terms can be arranged.

**\$41,500 Unfurnished**

### Tennis Club Area

Close in and protected residence in Tennis Club Area. A most attractive home with 3 bedrooms and 3 baths (the master bedroom is extra large and has a fireplace). Walled patio with heated and filtered pool. Beautiful grounds with plenty of citrus. In tip-top condition with exterior just painted, interior just redecorated including finest quality carpets and drapes. For sale, furnished, and shown only by appointment.

**\$50,000 Furnished**

### Grapefruit Ranch

88 acres near Indio, located in warm winter belt, no smudge pots! Produces excellent quality Pink and Ruby Red grapefruit. Ample water—2 wells, 40 H.P. electric pump. Completely equipped, 4 bedrooms in main house, block construction, foreman house. Packing house, huge reservoir. Property clear, owner will sell or trade. May take cattle ranch.

**\$140,000**

## HAROLD HICKS

ASSOCIATES

Burnham Bigelow — Ray Baur — Mildred Jackson  
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1345 N. PALM CANYON DRIVE

9681 PHONE 9681

## ISRAEL FOR BETTER REAL ESTATE DEALS

LUXURY HOME—2 bedrooms, 2 baths, fireplace. Heated and filtered pool. Landscaped. Carpets, drapes and kitchen equipment included. Central location. \$23,500.

3 BEDROOM HOME AND GUEST HOUSE. Large lot, double garage. Must sell. Easy terms. \$19,500.

FURNISHED MODERN 2 bedroom and rumpus room, 2 years old. Good location. \$5000 down, balance \$100 per month including 6% interest. Must sell!

### INCOME

HOME AND 2 RENTALS, south end location, R-2 zone. Walking distance to town. Completely furnished. \$34,000.

FURNISHED MODERN 2 BEDROOM and den. Price includes an extra walled-in lot. Low mortgage payments, \$100 per month, 5 1/2%. All for \$24,500. This one you must see.

## ADOLPH ISRAEL

REALTOR

"THE BUYERS BROKER"

671 N. PALM CANYON DRIVE PHONE 2981

### Help Wanted 27

#### BOYS BOYS

11 TO 16 YEARS

Be in Business for Yourself

GOOD PROFITS

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BE A DESERT SUN CARRIER SALESMAN

INQUIRE

The Daily DESERT SUN

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DESERT

EMPLOYMENT AGENCY

Bookkeeper ..... \$375

Cook-housekeeper, R & B ..... \$200

Office Clerk ..... \$274

Houseman ..... \$190

Office Clerk ..... \$200

Mothers Helper ..... R & B \$125

Desk Clerk ..... \$225

Hotel Maid ..... P & B \$125

Cook, female ..... \$250

Accountant — Steno ..... \$350

Hotel Maid ..... \$175

Hotel Maids and Waitresses

LUCILLE GARLAND

208 N. Indian Ave. Ph. 2364

LOCAL RESIDENT TO SELL

OLDSMOBILE AND CADILLAC

CARS. Men with some selling

experience and large acquaintance in this district will be given consideration.

PHONE TED CADMAN, Sales

Manager, 9268

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### Help Wanted 27

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Registered With Us?

No Fees for Jobs

ROUTE MAN

CALL IN PERSON

Palm Springs

Employers Association

214 N. Indian Avenue

### SALESMAN

LOCAL man, well known and respected, ideal commission plan with guarantee, the best group insurance plan for you and your family furnished, must give A-1 references.

ASK FOR JOE HENDERSON

Stack Chevrolet

682 S. PALM CANYON DR.

### So. Calif. Gas Co.

YEAR AROUND

Part Time Employment Offered

CLERICAL

MALE OR FEMALE

\$1.97 PER HOUR

See Arthur L. Studebaker

1534 N. PALM CANYON DRIVE

\$200 MONTH for Cook-housekeeper

Must be experienced. Permanent. Live in. (2 high school children) Phone 5392

### Real Estate Loans 28

FIRST TRUST DEED REAL ESTATE LOANS, HOTELS, APARTMENTS, RESIDENTIAL

MR. EDGERTON

1280 N. PALM CANYON DRIVE

PHONE 7132 or 7606

LENDING on collateral loans. 1st

and 2nd trust deeds, for two or

3 years. Phone 5796.

CALL 5905

FOR CLASSIFIED ADS

## CALL 2772

FOR  
THE MOST COMPLETE  
REAL ESTATE SERVICE  
IN PALM SPRINGS

### NOT A CRACKER BOX

BUT A NEW, solid, well-built 3 bedroom, 2 bath home—near schools—ducted air conditioning and forced air heat. Large lot. Only \$15,975 with \$2000 down. Payments like rent.

### HALF ACRE AND A HOME

BEAUTIFULLY FURNISHED in excellent neighborhood. Modern, 3 bedroom, 2 bath with kitchen that has every built-in feature. This extra large lot is completely walled and delightfully landscaped. Prompt action and inspection invited at this unbelievable price of \$32,500.

### YOU HAVE A DATE

WITH US TODAY to see how much real living you'll get in owning this charming Deep Well furnished home. 2 bedrooms, plus den and 3 baths. Swim in the lovely POOL and watch colored TV, or listen to music from the Spinnet piano. All this included in the full price of \$47,500.

### TOO BIG FOR TWO

IDEAL FOR THE LARGE FAMILY. STURDILY BUILT, soundly constructed, peaceful heart-warming beauty in this 5-bedroom 4 bath home with 3 fireplaces. Huge living room with glassed-in lanai. Full dining room. Wealth of closets. Superb view — charming garden. Outstanding value at \$57,500.

## GANNON REALTY CO.

1201 N. PALM CANYON DRIVE

PHONE 2772

### MURIEL E. FULTON, REALTOR

FRANCES WILSON H. ORVIS POORT FRANCES ELLIOTT  
Oasis Building — 125 South Palm Canyon Drive — Phone 2225

"MR. AND MRS. METICULOUS" . . . might well be the name of the owners of this home. Immaculate—neat — distinctive. This lovely 3 bedroom, 2 bath home is on a corner—very close in. Double garage completely walled—beautifully landscaped. Only \$24,500 on terms, with carpets and drapes. Let us show you this one today.

EXQUISITE HOME—TENNIS CLUB AREA. Furnished by Elrod—Large living room overlooking pool—3 bedrooms, 3 baths. Patio bar. Designed for owner's use—Japanese landscaping—reduced to \$65,000 completely furnished.

80 ACRES ON RAMON ROAD — WATER, TELEPHONE, ELECTRICITY — \$750 PER ACRE.

MURIEL E. FULTON, REALTOR

22 YEARS IN PALM SPRINGS REAL ESTATE

### Bus. Opportunities 29

#### CAFE

ON MAIN STREET—active place. A money maker! Man and wife can handle. Owner's retiring. Living quarters included. A bargain!

#### DRESS SHOP

LOCATED NEAR PALM SPRING. Good business. Owner has other business so must sell this shop. Priced for a quick sale.

#### GIFT SHOP

AND NOVELTY STORE. Good business, central location. Includes living quarters. Owner leaving so will sell at approximate cost of stock and inventory. Total price only \$3950. This is an excellent chance for somebody!

CAL BROWN  
Business Opportunity Broker  
68-574 Broadway (Hiway 111)  
Cathedral City Phone 8-3401

ELTON GOBLE — REALTOR  
Several business properties: Recreation-Trailer Site; Wholesale Subdivision. Frosty Freeze Apartment Site; Others.  
1565-P SEVENTH STREET  
PHONE VICTORVILLE 5344

SNYDER'S HEALTH FOOD  
EQUIPMENT OVER \$6000  
SELL AT SACRIFICE  
66-473 Pierson Blvd., Desert Hot Springs Ph. 4-3775 or 4-3652

FOOD Locker and Retail Mea. Market. Good business, must sell leaving city. Phone PY 2-3468 or PY 7-3172 ask for Ben Messmer

MONEY partner wanted by experienced prospector to reclaim forgotten mine. Desert Sun, Box 190, File T-2.

### FOR LEASE — GAS STATION

CORNER location in Center of Palm Springs. Phone Owner 3311

### INDEPENDENT Frosty Freeze

and hamburger Bar.  
1480 SOUTH PALM CANYON DR.

### Business & Financial 30

#### WANTED

INVESTOR or MANUFACTURER

REGISTERED NEW INVENTION

FOR BABIES. ROYALTY—CASH

216 N. CALLE SANTA ROSA

### LOTS & Acreage 33

#### BEST BUY

OWNER HAS RESIDENTIAL

LOT at 615 Vista Oro

Partly Walled Close In

BARGAIN AT \$4950

R-3 LOT for Sale by Owner. Zoned

for 6 units. City of Palm Springs

\$5000 — terms available. Write

Dale Scheinost, 116 East 17th St.

Costa Mesa, California.

5 Acre Parcel—\$3500

LEVEL LAND — CLOSE IN

EASY TERMS — PHONE 4878

DESIRABLE lot, Shadow Mountain

Drive, close to club \$2350

### 33

#### Palm Springs Oasis

PALM CANYON—4 1/2 miles north of town.  
LARGE LOTS \$1500

Wide paved streets, light, water, gas. Natural TV reception—gorgeous views.

By George-That's Value!

Owners: Home Way Development Co., Palm Springs 9310 or L.A. Stanley 7-2293.

See Mr. Berkhout at Property

29 PALMS BOOMING

INVEST NOW!!

2 1/2 ACRES—CLOSE IN

\$25 Down—\$25 Month

FULL PRICE \$995

For Information call Owner

Palm Springs 7506 or 3785

Write 1021 Driftwood, P.S.

FREE TRANSPORTATION

TO SEE PROPERTY

#### R-2 Lot -- \$9500

CORNER FOR 15 UNITS

Ph. 2929 428 N. Palm Canyon

#### Sun Realty Co.

of Palm Springs

40 ACRES the finest vacant left

between Thunderbird and Tamarisk

Country Clubs. Information to

qualified buyers only. Exclusive

with Russell Wade Realtor

850 S. Palm Canyon Dr. Palm

Spring. Write or phone MR.

MALLOY

PALM SPRINGS 6550

BEAUTIFUL large corner R-3 in-

come lot. "Can build 12 units."

Near Ranch Club, across from

Park and proposed Medical Center.

\$6750 Cash. Will take car in

trade.

PHONE OWNER 4524

#### BEST BUY — INCOME LOT

Large Indian Avenue Corner

Zoned for 10 Units.

Priced to Sell at \$15,000.

HAROLD HICKS Ph. 9681

1345 N. PALM CANYON DRIVE

BY OWNER

CHOICE lot 100' x 135' Shadow

Mtn. Club Unit 1, Lot 31 Joshua

Tree St. Walk to club and golf

course. Sacrifice for cash

L.A. ST. 4-9564

### 33

#### Murphy Realty

HAS THE

LOTS

R-3

SOUTH END. 16 to 18 UNIT SITE

CLOSE TO PALM CANYON

\$27,500

R-1

BEAUTIFUL LARGE HOMESITE

READY FOR BUILDING

\$4500

REAL HANDY LOCATION!

102' x 130' SEE IT TODAY!

\$7,500

FINE CORNER TENNIS

CLUB AREA,

\$12,500

SOUTH END HOMESITE OF

ABOUT 1 1/2 ACRES

\$22,500

R-2

10,400 SQ. FT. OF FINE

MULTIPLE DWELLING AREA

GOOD LOCATION

\$7,500

PHONE 5102

MURPHY

REALTY

464 N. PALM CANYON

#### SPECULATORS

R-1 LOT—top location ..... \$4250

R-2 LOT—terrific view ..... \$6500

R-3 LOT for 14 units ..... \$21,000

BEAUTIFUL LOT, THUNDER-

BIRD GOLF CLUB ..... \$7500

HIWAY 111, south, 600 ft. avail-

able, 250 ft. deep. \$220 per front

foot.

#### Palm Canyon Realty

311 S. Palm Canyon Ph. 5612



## PALM DESERT

SMARTEST ADDRESS ON THE  
AMERICAN DESERT

See This Unusual Model Home  
OPEN DAILY

Turn right off Palm to Pines Highway  
To Shadow Mountain Drive

A REAL BUY!

## Years Ahead in Modern Construction

Built for the Desert  
To Last a Life Time.

2 BEDROOMS — 2 BATHS  
IN SEPARATE WINGS FOR PRIVACY.  
CONNECTED BY GLASS-ED IN ENTRANCE.

CHECK THESE FEATURES:

Built-in Range and Oven.  
Natural Birch Cabinets.  
Garbage Disposal.  
Refrigeration and Forced Air Heat.  
Wall to Wall Carpeting Throughout.  
Indirect Lighting.  
Decorator Colors.  
Fabulous View Lot.  
Landscaped.

**\$18,500**

18 Year Loan, \$84 per Month

BEST BUYS ON THE DESERT

## PALM DESERT SALES CO.

OFFICE FOR PALM DESERT PROPERTIES  
CORNER LARKSPUR LANE AND HIGHWAY 111  
ACROSS FROM STANDARD OIL STATION  
PHONE PALM DESERT 76-3794

BEST BUY  
IN THE  
Entire Valley  
124 Acres

BETWEEN INDIAN WELLS  
GOLF CLUB AND THE PRO-  
JECTED EL DORADO.

May be divided into 2 Parcels  
Unlimited opportunities for devel-  
oper or investor.

Shown by Appointment Only

IN THE HEART  
OF THE  
SPECTACULAR  
Recreational Area  
Bermuda Dunes

WE OFFER a lovely half acre es-  
tate with 2 bedroom refrigerated  
home. Fully furnished including  
carpeting and draperies. Only

**\$18,500**

**The Lovelands**  
REALTORS  
Smurr St. at Hwy 99  
Phone Indio 7-5755 or 7-3229

THUNDERBIRD  
AREA

NEW 3 BEDROOM contemporary  
desert designed home by Haw-  
kins, Lindsey and Leitch. York  
air conditioned, pool, inter-com  
and many extras. Carpets and  
drapes. \$56,800.

Corner Country Club Dr.  
And Desert Sun Dr.

OPEN DAILY  
1-6 P. M.

EXCLUSIVE WITH  
**RUSSELL WADE**  
REALTOR  
850 S. Palm Canyon Ph. 2855

## HOTEL BUY!

IN THE CENTER OF TOWN  
A MONEY MAKER!  
16 UNITS. PLUS LARGE POOL.  
Owners retiring. Will sell for  
\$110,000

Only \$25,000 Cash Down

HIGH NET INCOME

Jekyll, Bradley & Co.  
REALTORS  
457 N. Palm Canyon Ph. 2734

## BY OWNER

LOVELY furnished custom built  
home, 2 large bedrooms, 2 baths,  
stone fireplace, indirect lighting  
large enclosed lanai, lots of  
glass, double garage plus a  
darling studio apartment, large  
beautifully landscaped corner  
lot. Phone 5754.

OWNER SELLING BEAUTIFUL  
NEW MODERN HOME, in exclu-  
sive Merito Vista, 3 bedrooms,  
2 baths, on 100' x 254' fully land-  
scaped lot. Heated 40' pool, guest  
house and bath, even room for  
tennis court. Phone 5494  
Shown by Appointment Only.

## MUNHOLLAND

\$2000 DOWN—Children will love it  
their own playground. New 3  
bedroom, 2 bath.

HOME WITH GUEST APART-  
MENT. Fireplace, 3 patios, close  
in. Out of town owner says  
"sell." \$18,500.

## 9 UNITS

SOME with kitchens—place to live  
and good income.

**\$27,500**

WE FOUND a beautiful new home  
that has everything—bring per-  
sonal effects—move in! Perfect  
location. \$49,500.

## ACREAGE

\$325 PER ACRE — Palm Springs  
School District.

**Munholland & Co.**  
Associates  
GORDON NICHOLSON  
B. K. DE TARR  
1059 N. Palm Canyon Drive  
PHONE 3673

Wm. J. Heiser  
REALTOR

SPECIAL — Lovely new, 1 bed-  
room, 2 bath, finest carpets,  
drapes. Built-in kitchen, gar-  
age. Owner anxious \$22,500.

ULTRA MODERN — brand new,  
planned by top designer—2 bed-  
rooms, 2 baths, spacious master  
suite, many built in features.  
1133 Buena Vista \$29,500.

4 DELUXE UNITS — Brand new  
3 one bedroom, 1 studio, spa-  
cious, beautifully furnished with  
adjoining corner lot. 423 Mel  
Avenue, A BEST BUY!

1546 N. Palm Canyon — Ph. 5685

First Time  
Offered

IN sheltered Tennis Club Area—  
Nearly new 3 bedroom, 2 bath  
house furnished. Large living  
room, beamed ceiling, stone fire-  
place, 2 car garage. TV installed  
walled lot, OWNER Phone 6504

## Beautiful Home

MODERN 3 bedroom, 2 bath, 9  
months old, TV, Patio. Large  
landscaped lot, unexcelled view.  
Furnished or unfurnished. Low  
down payment. Must sell be-  
cause of illness. Call Darwin P.S.  
at any time—Owner 2850 Livmor  
PHONE 7632

## SMALL DOWN

OR take Trade, completely Re-  
modeled and repainted, 3 bed-  
rooms, 2 baths, living room, din-  
ing room, kitchen, with range  
and dishwasher, screened in pa-  
tio, all fenced. Call Darwin P.S.  
at 2305 or 7116

## BY OWNER

CHARMING furnished 2 bedroom,  
2 bath home, completely walled.  
Pool. Beautifully landscaped.  
1629 VERBENA DRIVE

## LOW DOWN

3 Bedrooms, 2 baths, large corner  
carpets, drapes, full price \$22,500.  
240 N. W. CERRITOS — PHONE 6350

Phone 5005 For Classified Ads!

## Valley of the Sun Estates

## Tamarisk Country Club Area

Homes From \$30,750

REFRIGERATED AIR CONDITIONED.

BUILT-IN RANGE AND OVEN.

DISHWASHER.

TWO FULL BATHS.

THREE BEDROOMS.

LARGE LOTS 100'100'

OVER 1650 SQ. FT. OF LIVING AREA.

HEATED SWIMMING POOL.

LARGE MASTER BEDROOM

WITH DRESSING ROOM.

**\$5000 Down — \$200 Per Month**

Turn left off Hiway 111 at Tamarisk Country Club

Turn on Avenue 38 and follow the signs to

**The Fabulous Valley of the Sun**

See—DESERT SKY  
FOR THE BEST BUY

2 BEDROOM HOME — POOL  
FULLY WALLED YARD  
PERMANENT VIEW LOT  
PALM SPRINGS HEIGHTS  
**\$13,500**

37 ACRES in exclusive Rancho Mirage area, \$175 per front ft., Com-  
mercial Zone 250 ft. deep, with land adjoining this on the back  
at \$3000 per acre.

OTHER COMMERCIAL frontage on Highway 111, Indian Wells area  
at \$75 per front ft. with land adjoining this on back at \$1500 to  
\$2000 per acre.

40 ACRES—Corner. With Canal water. \$14,000.

## DESERT SKY REALTY

PAUL R. SMITH A. S. McMILLAN  
71-800 Highway 111, Next to Post Office, Rancho Mirage  
PHONE PALM SPRINGS 8-3363 PHONE PALM DESERT 76-5242

## TERRY RAY

773 N. PALM CANYON DR.

LOVELY BRAND new home, 4

bedrooms, 4 baths, including  
maid's room. One of our best  
sections—for only \$47,500. This  
won't last long!

CHINESE MODERN — Near El  
Mirador, 3 bedroom, 2 baths,  
built-in kitchen, desert landscap-  
ing, flood lights, move in with  
\$5000 down. Completely furnish-  
ed. — \$24,500.

\$1000 DOWN — NEW 2 Bedroom  
home. Only \$11,000.

BEAUTIFUL CORNER LOT, le-  
veled, walled in rear, water  
meter in. Only \$3950.

R-2 INCOME LOT, near Palm  
Canyon. Room for 5 units. Only  
\$6500.

HIWAY 111 ACREAGE—30 acres,  
500' frontage includes house and  
well.

TOP LOCATION — 10 units nearly  
new. Owner's luxurious 2 bed-  
room, large living room apart-  
ment. Sprinkler system in, large  
pool. Priced reduced — \$127,500.  
Room for 6, more units.

Howard Palmer Ervin Hall  
Bess Matloff Art Campbell  
Betty Luce Mal Hamm  
Ray Chapman

## BELOW MARKET!

IDEAL home for the large family  
THIS fine 4 bedroom home has 3  
baths, extra large living room  
and separate dining room.

LARGE corner lot, landscaped  
and walled with circular drive-  
way.

COMPLETELY and beautifully  
furnished, wall to wall carpet-  
ing and custom drapes.

PRICED NOW AT \$30,000  
WITH ONLY \$5000 DOWN

See This Outstanding Value!

Jekyll, Bradley & Co.  
REALTORS  
457 N. Palm Canyon Ph. 2734

## TENNIS CLUB AREA

CHARMING, gracious home, large  
living room, Lanai, 3 bedrooms,  
sitting room in master suite,  
den, 4 Baths, Wet Bar. Lux-  
uriously furnished, central heat,  
cooling. Beautiful walled garden.  
Heated and filtered Pool. Im-  
mediate occupancy.  
OWNER — PHONE 9395

## BY OWNER

BEAUTIFULLY furnished custom  
built, 2 large bedrooms, 2 baths  
walls of glass, large lanai, in-  
direct lighting, double garage,  
plus lovely apartment rented for  
\$100 per month, this is a beau-  
tifully landscaped 100' x 104' cor-  
ner lot. 589 Mountain View Dr.  
PHONE 5734

## Ideal Location

ATTRACTIVE 3 bedroom decor-  
ator furnished TV Pool. Wet bar  
Immediate occupancy. \$35,000.  
OWNER — PHONE 6115  
1673 S. Calle Ralph

FURNISHED House Near Town  
495 SONORA ROAD  
PHONE 3556 or 5179

## "BUY WRIGHT"

20 YEARS IN PALM SPRINGS

ALMOST NEW 2 bedroom, 2 bath  
home, fenced and landscaped.  
Reduced to only \$19,500

REAL CHARM in this beautiful  
furnished 3 bedroom 2 bath home  
near El Mirador. Only \$29,500.  
REDUCED \$4000 for quick sale.  
Choice location—lovely home —  
2 bedrooms, 2 baths, beautiful  
grounds, heated pool, only  
\$23,500.

HOME PLUS INCOME — 3 units  
plus owner's lovely 2-bedroom  
apartment. Only \$39,950.

REAL MONEY MAKER! Top loca-  
tion. 14 furnished units, large  
pool. Only \$125,000.

BARGAIN! — business lot, 85 ft.  
frontage. Only \$12,500.

14 Acre homesite ..... \$2500  
10 Acres, Close in ..... \$2950, down  
20 Acres near activity ..... \$22,500

## BILLY WRIGHT

REALTOR  
382 N. Palm Canyon Ph. 5727

**John W. Williams**  
REALTOR

NEW 2 bedroom home. Only \$2000  
down, \$115 per mo., total price  
\$12,750.

5 NEW 1 Bedroom units in good  
rental location. Gross 15 per cent  
on investment. Price \$37,500.

LOTS  
R-1—Sewer paid for ..... \$2775  
R-2—Block off Palm Canyon \$3950  
M-1 — INDUSTRIAL ..... \$6500

RENTAL  
LIVING and business combination  
390 N. Indian Ave. \$1200 yearly  
Claude Gottbehet Don Williams  
423 N. Palm Canyon Ph. 3311

HOME AND GUEST HOUSE  
FURNISHED, 2 bedroom, 2 bath  
lanai, large living room, fire-  
place, dining room, kitchen, plus  
2 bedroom and bath guest house  
with large storage area. Fine  
trees, palms, scrubs, plenty of  
room to build on—30,000 sq. ft.  
Corner Tamarisk and Hermosa.  
\$31,500. Shown by appointment  
PHONE 5435

## JOHN C. DAVIS

1171 N. Palm Canyon Ph. 9475

BEST BUY, heart of Deep Well,  
new, 1486 Driftwood — \$29,500.  
6 DELUXE units, pool ..... \$78,500  
12 UNITS, what a buy! \$135,000  
R-3 LOTS, your choice \$6500 up  
5 ACRES south part city ..... \$35,000

IN SHELTERED COVE  
4 HILL-TOP lots with home and  
guest cottage. Full price \$34,000.  
Half down. 2415 Araby Drive.  
By Appointment

## OWNER PHONE 6826

OR EXCHANGE — BY OWNER  
8 UNITS North Hollywood, equity  
\$11,500 for partial payment on 5  
units or house in Palm Springs.  
M. Belfer, Ph. 9977 or 1925  
Grace Ave., L.A. Ph. OL 26134

FURNISHED House Near Town  
495 SONORA ROAD  
PHONE 3556 or 5179

Phone 5005 For Classified Ads!

## Jim Sharpe Real Estate

WAS OUT SCOUTING AROUND THE OTHER DAY and came across  
a real sleeper. This one has 100x150 lot with a nice large clean  
POOL—it's a 3 bedroom beauty made from small blocks—Has  
enclosed garage too—POOL is fenced for privacy—This owner is  
a real Rip Van Winkle because he's just put in new wall to wall  
carpets and is selling this place for only \$16,000—and you make  
the terms.

ALSO FOUND A NEAR NEW 2 BEDROOM place with nice brick fire-  
place, just off Indian Avenue. Has real good financing with a  
\$11,100 1st Trust Deed payable for \$75 month including interest.  
That's cheaper than rent. If you have the \$2250 down payment,  
steal this for \$13,350.

LOTS OF HOUSES HAVE SOLD IN THE Deep Well area this past  
month. We still have three nice ones left that should sell soon.  
One is a 3 bedroom, 3 bath with large clean POOL—about 4 years  
old—only \$34,500. The other is a 3 bedroom, 2 bath with POOL—  
Only \$29,500 and then the other is a nice 3 bedroom, 2 bath with-  
out a pool for \$28,500. Why not check these three values before  
buying.

LISTED A TRIPLEX in the Warm Sands area that has a NEW POOL  
just installed. The full price is so low that I'm afraid to print it  
because you may think it would be just some old junk, but it's  
not. \$10,000 down will handle it and the rents will more than make  
the monthly payments.

WOULD YOU LIKE TO HAVE A HILLSIDE LOT near Little Tuscany?  
Well, I have one for only \$3500. Submit.

ALSO HAVE TWO NICE VIEW LOTS IN ARABY—Both for \$3650.  
Must be sold together.

FOR OTHER GOOD REAL ESTATE VALUES DROP BY OUR OFFICE

## JIM SHARPE

REAL ESTATE  
ASSOCIATES  
B. J. BOYD ANDRE COCKX EVE NORMAN  
433 North Palm Canyon Drive Phone 2545 or 2319

WANT TO BUY  
VACANT PROPERTY

SUITABLE FOR

GAS STATION  
PREFER PALM SPRINGS

## JIMMY GEORGE

"THE BUILDERS BROKER"

508 Industrial Place

Phone 7149 or 6366

HERE'S VALUE  
WORTH  
TALKING ABOUT

DELIGHTFUL home in S. end, 2  
bedrooms, den, 2 baths, grapes  
and wall to wall carpet. Heated  
and filtered pool, large walled  
and landscaped lot. \$32,500.

HERE IS AN ALL FURNISHED  
moderne with personality plus.  
2 bedrooms, den and dining room  
Living area includes 2 large pa-  
tios. Many extra features make  
this a very good buy at \$34,500.

R-2 LOT—1 block off Palm Can-  
yon. Will take 5 units and pool,  
only \$6000.

PANORAMIC VIEW LOTS — big  
value—priced from \$4500.

50 LEVEL ACRES close to Palm  
Springs. Good soil, excellent wa-  
ter conditions. \$445 per acre with  
terms.

## EXCLUSIVE WITH

**Paul Burkholder**  
359 N. Palm Canyon Drive  
Phone 2613 or Evenings  
Phone 3151 and 9208

## Save Two Years!

IN HOME PLANNING  
SAVE all the time and worry of  
fencing, landscaping and furni-  
shing. This one is ready to  
move into and enjoy right now.  
Two bedrooms, two baths, in-  
terior planting, decorator fur-  
nished. Swedish fireplace, very  
good appliances. All as good as  
new. Save money too . . .

**\$26,500**

Completely Furnished  
TERMS CAN BE ARRANGED  
CORNER Lot: 2297 E. Alejo Road  
Shown by appointment through

## BROKERS ONLY

TO CLOSE ESTATE  
3 BEDROOMS, furnished, large lot  
TV Cable — \$17,500.

2 HOUSES on 1 lot, furnished.  
CORNER lot, near schools, three  
patios only \$21,500

FRESNO — 80 ACRES  
\$100 Per Acre  
R-1 132' x 135' — \$7000  
Finest Residential Area

**ROSLYN LANG**  
REALTOR  
1175 N. PALM CANYON  
PHONE 2522

## BEST BUY

NEW 3 bedroom, 2 bath, built-in  
oven and stove, dishwasher, dis-  
posal. \$22,500, small down. Or  
will lease.

Palm Canyon  
Realty

311 S. Palm Canyon Ph. 5612

\$2500 DOWN — NEW  
Modern 3 Bedroom House  
TOTAL PRICE ONLY \$9500  
Louis Venger — Ph. 9383 or 5595  
"ALL MEN ARE BROTHERS"

## HUTTON'S REAL ESTATE

\$12,750—Nice 2 bedroom home, good buy. \$2000 down.  
\$14,750—2 bedroom, corner lot, fruit trees. Good terms.  
\$15,750—3 bedroom, 2 bath. Small down.  
\$22,500—New 3 bedroom, 2 bath modern—with refrigeration. \$3500  
down.  
\$23,250—New 3 bedroom, 2 bath. Little Tuscany view. Terms.  
\$26,500—Furnished 4 bedroom, 2 1/2 baths. Deep Well area. \$5000 down.  
\$27,400—Furnished 3 bedroom 3 bath, pool, guest house. \$4000 down.

## INCOME PROPERTY

\$21,500—NEW DUPLEX.  
\$37,500—4 Units on large lot, room for 6 more.  
\$105,000—14 Units, pool. Top location. Good terms.

## LUXURY HOTEL

54 DELUXE UNITS, dining room, cocktail lounge and pool, on 10  
acres. Top location. Good terms.

## LOTS

\$1300—Lovely R-1 lot. \$500 down.  
\$1600—Lovely R-1 lot. Good view.  
\$4000—Choice restricted R-1 lot. \$1000 down.  
\$4500—Choice R-1 lot—centrally located.  
\$7500—Choice R-2 lot with sewer. Heart of town.

## HUTTON'S REAL ESTATE

Associates — Leo Larock — Naomi Rosson — Steff Steffan  
505 North Palm Canyon Drive Phone 5977 or 7772

## RUSSELL WADE

REALTOR

## KNOW YOUR REAL ESTATE

MAGNIFICENT NEW APARTMENT HOTEL in a setting of unparal-  
leled beauty. Over thirty of the most luxurious and glamorous  
apartments in California. Air conditioning, Olympic swimming  
pool, excellent mortgaging. Can be purchased at right price. Also  
7 units of luxurious apartments. Excellent location. Swimming  
pool, good mortgaging. Can be purchased for less than \$10,000 a  
unit.

Information to qualified buyers only. Exclusive with Russell Wade,  
Realtor, 250 South Palm Canyon Drive, Phone 2855. Call or write  
Mr. Malloy.

MEMBER PALM SPRINGS REALTY BOARD

Consult our efficient and courteous associates for personalized service



THUNDERBIRD

ADJOINING THUNDERBIRD

ON COUNTRY CLUB DRIVE

Luxurious 2 bedroom, 2 bath home with double garage.

Glass-enclosed living room, 26 x 25, terrific view, fireplace.

Refrigeration and forced air heat.

Icemaker, range, disposal, drapery and wall-to-wall carpets.

Built-in TV, Hi-Fi player, FM.

Ample storage, many built-ins.

\$39,500 (\$42,500 furnished). Excellent terms.

Owner — Ph. Palm Springs 8-7303 or Palm Desert 76-4931

RANCHO MIRAGE

\$2500. DOWN low monthly payments, long term financing. \$18,400 full price. New 2 bedrooms, den, 2 baths, fireplace, drapes, forced air heat, refrigerated air conditioning, built-in stove and refrigerator.

PHONE 8-8408

\$14,950 - \$1000 DOWN

1 1/2 YEARS OLD 2 bedroom home, forced air heat, 2 patios, 2 carports, landscaped, 2 blocks above Highway 111. 71586 Mirage Road. Owner — Ph. P.S. 8-6542

2 BEDROOMS, 2 baths, wall-to-wall carpet, drapes, disposal, large Desert Cooler, Double Carport, patio. Large Double door refrigerator, automatic gas range. Owner—Phone P.S. 8-6927

MODERN twin store building with living quarters and warehouse.

\$25,000. Owner Phone 8-6436.

PALM DESERT

\$250

Moves You In

NEW 2 BEDROOM, one year lease with option to buy. Rent \$125 per month—all rental to apply on total purchase price of \$12,500

TED SMITH

REALTOR

Associates

Col. McColly—Cliff Young

71-691 Highway 111, Rancho Mirage Ph. P.S. 8-5022, evenings 8-4604

INCOME CAFE

FULLY equipped and operating, choice location, Highway 111 with additional income rentals. Modern tile building, frontage on 2 streets. \$39,500. Call for appointment. Mr. Gardner or Mr. Cat-hrew, Ph. Palm Desert 76-2251

TWO FOR THREE

GROWING family makes my attractive 2 bedroom home too small. Will trade for three in Palm Desert, or sell \$14,500.

44-840 Monterey Street

PHONE 76-4242 AFTER 5 P.M.

SACRIFICE, newly built 3 bedrooms, 2 baths, modern design, excellent location. A Gem in a setting of Beautiful trees. Call Call Palm Desert Biltmore

PALM DESERT 76-2370

CORONA

SECLUDED PROPERTY ON GRAND BOULEVARD IN CORONA

MAIN House, 9 years old, has huge living room. Bedroom has dressing room and private patio 1 1/2 baths. Completely carpeted with new Nyewait carpet.

GUEST HOUSE, built about 5 years ago has kitchenette, HOUSES ON SEPARATE LOTS. Approximately 1 1/4 acres. Enough fruit to market. Many trees and rose bushes, gardener wishes to remain (been with family 17 yrs.)

PRICE \$60,000

BOX 246, CORONA, CALIF.

Phone Redwood 7-1526

LA QUINTA

A Home of Distinction

CORNER lot with gorgeous view. Beautifully furnished. Extensive landscaping, complete sprinkler system. Walled on four sides. Many unusual features. \$30,000.

Milton A. Hoffman

REALTOR

Old Post Office Building

Across from the Park

PHONE 9-3941

INDIO

SEMI-RETIRED?

8 Acres Thompson Seedless grapes with beautiful building site. Deep well and canal water. \$11,800 with excellent crop—2 weeks only at this price. Main road, Indio area. See or phone owner after 5 p.m. D. G. Brumwell

Phone Coachella 9-5172

IDYLLWILD

SPEND Cool Summer in Rock Wool insulated furnished 3 bedrooms. 1 1/2 bath home on 2 lots. Toll Gate Road. Ph. 7727 or 7976

YUCIAPA

NEW 2 bedroom HOME on large lot, with orange trees \$9800.

233 AVENUE L. CALIMESA

Yucaipa Valley, or Phone P.S. 7252

For Best Classified Results

PHONE 5005

THUNDERBIRD

ADJOINING THUNDERBIRD

ON COUNTRY CLUB DRIVE

Luxurious 2 bedroom, 2 bath home with double garage.

Glass-enclosed living room, 26 x 25, terrific view, fireplace.

Refrigeration and forced air heat.

Icemaker, range, disposal, drapery and wall-to-wall carpets.

Built-in TV, Hi-Fi player, FM.

Ample storage, many built-ins.

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\$14,950 - \$1000 DOWN

1 1/2 YEARS OLD 2 bedroom home, forced air heat, 2 patios, 2 carports, landscaped, 2 blocks above Highway 111. 71586 Mirage Road. Owner — Ph. P.S. 8-6542

2 BEDROOMS, 2 baths, wall-to-wall carpet, drapes, disposal, large Desert Cooler, Double Carport, patio. Large Double door refrigerator, automatic gas range. Owner—Phone P.S. 8-6927

MODERN twin store building with living quarters and warehouse.

\$25,000. Owner Phone 8-6436.

PALM DESERT

\$250

Moves You In

NEW 2 BEDROOM, one year lease with option to buy. Rent \$125 per month—all rental to apply on total purchase price of \$12,500

TED SMITH

REALTOR

Associates

Col. McColly—Cliff Young

71-691 Highway 111, Rancho Mirage Ph. P.S. 8-5022, evenings 8-4604

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Phone Coachella 9-5172

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YUCIAPA

NEW 2 bedroom HOME on large lot, with orange trees \$9800.

233 AVENUE L. CALIMESA

Yucaipa Valley, or Phone P.S. 7252

For Best Classified Results

PHONE 5005

DESERT HOT SPRINGS

\$13,750

2 Bedrooms, Tile Bath, Shower 1 Acre Plus, (or more if wanted) 1200 square feet. "Frame" and Stucco alternated with block. Lots of glass. Thermostatic gas heat. Refrigerated cooling in one bedroom. Desert coolers in rest of house. Large cement patio and lawns both front and rear. Both protected from wind. Other landscaping. Fenced, (24 inches high). Electric range, refrigerator, garbage disposal, automatic washer, electric dryer. 1 1/2 years old.

5 MILES southeast Desert Hot Springs, Dillon Road, near Holmes Pool and Assembly Products Electronic Plant.

BRADLEY THOMPSON

PHONE D.H.S. 4-3133 or 4-2453

Exchanges

36

Cool Big Bear

FOR YOUR SUMMER HEALTH, Beautiful 5 bedroom furnished home priced to sell for \$19,500 or will trade for Palm Springs or L.A.—lots, home, income or trust deeds.

Peter B. Sheptenko

THE PIONEER REALTY CO. OF PALM SPRINGS

475 N. Palm Canyon Dr.

Phone 2727

WANT IDYLLWILD AREA LAND FOR PALM SPRINGS

INCOME ZONE — PHONE 6473

Real Estate Wanted

37

LIST WHAT YOU HAVE TO SELL, RENT OR TRADE WITH PALM SPRINGS MOST PROGRESSIVE OFFICE

Peter B. Sheptenko

THE PIONEER REALTY CO. OF PALM SPRINGS

475 N. Palm Canyon Drive

Phone 2727

HAVE CASH BUYER FOR Good Acreage

JIMMY GEORGE

"THE BUILDER'S BROKER"

508 INDUSTRIAL PLACE

PHONE 7149 or 6366

FOR BEST RESULTS List Your Property With Adolph Israel

Realtor 671 N. Palm Canyon

Industrial

38a

INDUSTRIAL property for lease or sale — East Ramon Road. PHONE OWNER 3311

Business Rentals

38

FOR RENT

VERY good location, big NEW store, you can make living quarters, if you wish. Parking in rear, by alley.

132 S. PALM CANYON DRIVE

OFFICE Space for lease. Furnished and unfurnished offices in modern refrigerated building. South Palm Canyon Drive. Separate entrance, joint use of reception room, telephone answering service available. Ph. 2994.

3 LARGE rooms suitable for offices, facing Palm Canyon Dr. (2 separate baths) Sunset Towers Building. Phone 5279.

Wanted to Rent

39

GIVE your House that lived in look during the summer months. Permanently employed Palm Springs man will care for your home while you vacation elsewhere during summer in exchange for use of same. Must have pool. Desert Sun, Box 190, File T-4.

COMMERCIAL Supervisor for California Electric Power Co. needs unfurnished 2 or 3 Bedroom Home. Permanent Rental. PHONE 2333 — BURKETT

HOUSE furnished (or partly) Reasonable. Through summer. Responsible person. Phone 7232

Rooms for Rent

40

1 OR 2 rooms, kitchen, private bath, \$40 to \$60 monthly. Half price June 1st. Adults, no pets. 925 Radio Road. Phone 5933

DELUXE PRIVATE ROOM WITH BATH

PHONE 5934

1 FURNISHED and 1 unfurnished bedroom, in private home. Pool

PHONE 2454 or 9702

\$52.50 FIRST MONTH COZY STUDIO ROOM, COOKING

PHONE 2478 or 3373

FURNISHED ROOM, Twin Beds, Private Bath and Entrance. \$40 Month. Phone 6848

Apartment for Rent

43

\$78 MONTH, cute furnished apartment. Has everything, TV, yard use of pool, Close in. Ph. 3027

LOVELY APARTMENT — POOL

Air Conditioned. Monthly Rate

ADULTS — PHONE 3772

FURNISHED APARTMENT

Near Town. Reasonable Rent

PHONE 5179

NEW furnished, 2nd floor, opposite Bus Station. Phone 9374 or inquire \*208 N. Indian Avenue.

NEW DeLuxe large 1 bedroom apartment. \$85 month. T.V.

1311 Camino Anapole — Ph. 2461

Apartment for Rent

43

IN THE EXCLUSIVE 400

1 AND 2 Bedroom apartments, luxuriously furnished, spacious grounds. In wind sheltered Tennis Club area. Adults. No pets. 3 blocks from center of Village. \$2500 to \$3500 for season.

400 W. Arenas Rd. — Phone 2293

CASA MARGARETA

COMPLETELY furnished, 1 and 2 bedroom apartments, also with-out bedrooms. Hotel rooms, separate entrances, air conditioned, refrigeration, heated Pool, Sararium. Daily, monthly or yearly. Special Rates to reliable tenants. \$25 week and up. 336 Paseo El Mirador. Phone 3385.

THE FONTENELL

Palm Springs newest Ultra Modern Luxuriously furnished One-bedroom apartment homes, carports, Private Patio, Pool, TV, Refrigerated Cooling. Daily, monthly or yearly rates. Adults.

238 Avenida Ortega Ph. 3597

The New Lov-a-ly La Sabina apartments

\$150 MONTH — 2 BEDROOM

BEAUTIFULLY furnished apartment includes Pool, Gas and Water, corner McCullum Way and Donald Drive.

PHONE 7149, 6366, 9491

BRAND NEW HEATED POOL

1 BEDROOM apartments, unfurnished. Out of wind area.

459 Avenida Olancha Ph. 6811

ATTRACTIVE furnished 1 bedroom and studio units. Pool, air conditioning, utilities paid. Adults only. \$100-\$125 mo. May to Oct. 574 Warm Sands Dr. PHONE 9765

NEW DELUXE

REFRIGERATED apartments — rooms and artists studio. Tennis Club area. Adults, no pets. \$1025 to \$4500, annual leases. Ph. 6542

NEW 1 BEDROOM apartments, unfurnished. Private patio, T. V. Cable, disposal. \$100 mo. 1 Studio \$80. Adults. 570 Desert View Drive.

FURNISHED triplex, one and two bedrooms, ideal location. Beach shops. Now taking summer reservations. 321 Marguerite, Corona Del Mar. Ph. Harbor 6391

FURNISHED Studio Apartment, Pool, Quiet, off the Highway, South End, \$110. Also large furnished 1 bedroom bungalow. \$200 adults

PHONE 2351

NEW unfurnished 3 room apartment wall to wall carpets and drapes, TV Cable, Pool. On lease. Reasonable

PHONE 7856 after 5:30

BRAND new attractive unfurnished 1 bedroom apartments, also furnished studios. Heated pool, TV antennas, new quiet district

595 Thornhill Road — Ph. 7165

LOVELY 1 bedroom furnished apartment accommodates four. Guest rooms. Large Pool, Day Week or Month. Special rate on lease. 1674 Via Salida.

LOVELY STUDIO

REFRIGERATED, TV Cable. Pool

Summer or Year Lease

450 Chuckwalla Rd. Ph. 9769

PALM DESERT—Brand new unfurnished 1 bedroom duplex.

44655 San Carlos, after 3 p.m. PHONE P.S. 6291

FURNISHED guest house. Separate entrance \$90 mo. or will rent by day or week.

1307 San Jacinto Way — Ph. 9138

1 BEDROOM completely furnished. TV Cable. 450 Avenida Ortega. For details see Sign at Space 208, Ramon Trailer Park.

BEAUTIFULLY furnished 1 bedroom apartment, patios, adults, \$75. 1040 California, Beaumont.

PHONE VICTOR 5-2297

NEW — 1 Bedroom Unfurnished Apartment, carpets and drapes. Reasonable on lease.

571 Desert Way Phone 9833

STUDIO apartment, kitchenette & bath, private entrance, carrier air conditioned, utilities paid.

PHONE 4813 AFTER 4 P.M.

NEW beautiful furnished, kitchenette. Also Hotel room with private bath. Pool. 877 Cottonwood Road, Phone 6340.

LARGE deluxe bedroom apartment, furnished, \$125 month, including utilities, year 'round.

PHONE 5545

LARGE STUDIO APARTMENT HAS EVERYTHING. WALK TO TOWN, 545 S. CALLE SANTA ROSA.

1 AND 2 Bedroom Apartments. Also rooms. Pool. Reasonable. 2 Blocks from Bullocks, Tennis Club area. Phone 9006.

LARGE STUDIO APARTMENT PATIO. CLOSE IN

PHONE 7842

FURNISHED Studio Apartment week, month, lease. Adults. Piano. Close in. Phone 6473

NEW furnished, 2nd floor, opposite Bus Station. Phone 9374 or inquire \*208 N. Indian Avenue.

NEW DeLuxe large 1 bedroom apartment. \$85 month. T.V.

1311 Camino Anapole — Ph. 2461

Apartment for Rent

43

ATTRACTIVE new furnished studio apartments, complete kitchens, tile shower with tub, 18'x40' heated pool. Rear entrance parking. Public phone. 1 1/2 blocks ABOVE Kiva Market, Highway 111 on West Veldt. The Casbah Apartment Hotel, Rancho Mirage. Phone 8-6432 or 8-3440. Sorry no pets or children. \$90 mo Leasing May to October.

FURNISHED 1 Bedroom Duplex on Mel Ave. \$900 for Yearly lease. Phone 4878

1 BEDROOM DUPLEX apartment furnished. \$85 month.

JIM SHARPE Ph. 2319

LARGE STUDIO APARTMENT, Quiet type only. Close in.

493 MEL AVENUE

DELUXE 1 bedroom apartment. Heated Pool, TV, day, week month. Reasonable. Ph. 6720

1 BEDROOM unfurnished — near Safeway and Thrifty, \$70 per mo.

RALPH WEINSTEIN Ph. 2884

NEW De Luxe Studio, furnished, full kitchen, TV cable, air conditioned, reasonable. Ph. 3285

Houses for Rent

46

FROM June 1st to Nov. 1st in Sunair, Cathedral City. Attractive 2 bedroom furnished home, large living room, fenced yard and patio. Utmost privacy \$95 month. Adults 37520 Palo Verde

Phone 8-4013

LOVELY HILLSIDE HOME, three large bedrooms, 2 baths, covered patio, deluxe kitchen. Unfurnished. \$145 per month on year's lease

PAUL BURKHOLDER, Ph. 2613

FURNISHED 2 bedroom, 2 bath, enclosed yard, wonderful view. Palm Springs Heights. Adults \$100 mo. 37-471 Corner Hillcrest and Palos Verdes, Cathedral City.

2 BEDROOM Furnished House. BALBOA, for month of Aug. and 1st week in Sept. \$125. A week, before Aug. less. Wm. L. Stabler

2405 1/2 E. 16, Newport Beach, Cal.

FURNISHED 1 BEDROOM HOUSE, HEART OF TOWN. CHILD O.K. \$75 MO. PLUS UTILITIES. 346 E. AMADO

PHONE 2591

NEARLY New 2 bedroom furnished house. Patio, fireplace, duct cooling. Garbage Disposal.

63916 San Rafael Pl. Ph. 6329 or Ph. Los Angeles Loraine 7-6404

1 BEDROOM, quiet country house furnished, swimming pool. No Pets. Adults. In Snow Creek \$75 Month. Phone 9442.

1 BEDROOM, quiet country house furnished, swimming pool, adults. No pets. In Snow Creek \$75 mo. PHONE 9442

PALM DESERT—2 nice 2 bedroom homes with fireplace, 2 carport, unfurnished. \$125 month.

TED SMITH Phone 8-5022

FURNISHED 4 bedroom, pool, TV room. Restricted district \$1000 for one or two months or \$2400 for three months. Phone 5043.

3 BEDROOM 2 bath partially furnished. Large walled lot. Children welcome. Near schools and buses. El Mirador area. Ph. 9185

\$75 SUMMER, large trees, 2 bedroom, maple furniture, knotty pine. Close in. Ph. 6069 or 3040

FURNISHED 2 Bedroom House ATTRACTIVE RENTAL BY YEAR 545 S. CALLE SANTA ROSA

CHARMING 2 bedroom, deluxe home. 2 Baths. Rate by day or month. Phone 4388 or 2973.

FURNISHED 3 bedroom, 1 1/2 baths south end. On lease.

PHONE 9538 or 7062

ATTRACTIVE 2 bedroom insulated home, fireplace, cooler, patio 247 RAQUET CLUB ROAD

2 BEDROOM, furnished or unfurnished. Fenced yard. Adults only. 1125 Granvia Valmonte.

FOR RENT OR FOR SALE FURNISHED 2 bedroom, 2 bath house — Phone 5178

FURNISHED large 1 bedroom Close in. TV and utilities paid.

527 Paseo De Anza

MODERN 1 bedroom home, terrific view. Furnished or unfurnished. South End. Ph. 5612.

2 BEDROOM, partially furnished home. \$110 month. Children o.k.

PHONE 6251

FOR SUMMER MONTHS 1 Bedroom Furnished House Reasonable — Phone 8-5409

COTTAGE, Small, beside Plaza Motors, \$75 month, includes utilities, 292 Athel. Phone 7545.

FURNISHED cottage built-in mineral baths. 7 months \$100 mo. Desert Sun, Box 190, File T-1

Next to Sunair Drive-in Theatre

TRAILER Rentals

49

25' CLEAN, Comfortable Trailer \$55 Mo. — Center of Town

PHONE 8-3433

Musical Instruments

50A

USED Spinnet Piano .....\$375

NEW Electronic organ .....\$599

USED Grand Piano .....\$850

USED Xylophone .....\$50

10 PER CENT DOWN

YATES MUSIC CO.

Plaza corner Indian Ph. 2338

Used Cars for Sale

50

THE NEWEST!

WE'RE SO NEW WE'RE NOT EVEN OPEN YET... BUT...!

WE HAVE A COMPLETE SELECTION OF NEW 1957 DESOTOS

FLEET DISCOUNTS!!

ON ALL NEW DESOTOS

UNTIL OUR BUILDING IS COMPLETED.

LOW DOWN PAYMENT — BANK TERMS

PLAZA DESOTO - PLYMOUTH

191 SOUTH INDIAN — IN THE PLAZA

WHERE THE CONSTRUCTIONS GOIN' ON.

PHONE 2588 — ASK FOR "VAN."

Musical Instruments

50A

TV 17" to 21" NEW and USED from \$50 up. Closing out. 835 "D" St., Cathedral City. Ph. 8-6644.

Household Goods

50

BABY SHOES! WE DON'T HAVE BABY SHOES BUT WE DO HAVE:

ALL METAL High Chairs with removable tray \$15.95. Taylor Tans \$14.95. Strollers \$12.95. Folding Bassinets \$9.95. Bathinette \$25. Hardwood Cribs, drop side, complete with Mattress \$39.95.

Maher Furniture

101 N. Indian Ave., Palm Springs

PHONE 7112

NEW AND USED REFRIGERATORS AND WASHERS

PHONE 8-3334

Anthony's Refrigeration Co. 864 Broadway Cathedral City

RATTAN CLOSE OUT FOR INDOORS OR OUTDOORS

Accessory Items. Save 50 per cent

CASUAL FURNITURE

71-384 Highway 111 Rancho Mirage

14 CU. FT. COLD SPOT Freezer

Very good condition. Reasonable

PHONE 8-3091 EVENINGS

WASHING MACHINE — \$15

Good condition — Easy make

286 N. Calle Encella Ph. 3070

TWIN Seely postwarped mattresses and box springs, with frames

Like new, sacrifice. Phone 3361

DOUBLE box springs and mattresses on frames, clean \$15.

PHONE 2477 or 2476

Trailers for Sale

51

EASTERN BUILT 46' MOBILE HOME, almost new and RAMADA. Choice lot and location. Sahara Park, will sacrifice for quick sale. See owner. Open for inspection any time. Lot 138.

— \$135 —

17' GLIDER house trailer. Leaving town, must sell. See Hunnane officer Finch, Lot 19, Kings View Park, Highway 111, and Date Palm, Cathedral City.

30' Spartanette, 1951

Excellent Condition — Clean

RAMON TRAILER PARK

Lot 14, or Inquire Lot 15

REPOSSESSED Late 1956 Fleetwood 40' 2 bedroom save \$1000.

Terms. Murray's 68100 Highway 111 Next to Sunair Drive-in Theatre.

CUTE 21' Terry, Late 1955 Model completely modern, all connections, only \$1695 terms. Murray's 68-100 Highway 111 Next to Sunair Drive-in Theatre.

1956 VAGABOND 35' Custom interior. Air conditioned, H and H Mobile Homes, 68-087 Highway 111 Across from Sunair Drive-in Theatre.

KIT 41' Twin beds, new awning. Set up for occupancy. H and H Mobile Homes, 68-087 Highway 111 Across from Sunair Drive-in Theatre.

1955 Kenskill

27' MODERN, tandem wheels, like new. Can be seen at Silver Sands Motel, Cathedral City.

VERY Clean 1954 Fleetwood 27' Big windows, modern, priced to sell. Murray's 68100 Highway 111 Next to Sunair Drive-in Theatre

VIKING, late Model. Like New. 28 ft. 4 wheels, full bath. Double bed and two bunks.

Lot 259 Ramon Trailer Park.

EASTERN built Trailer, 28', toilet and shower, awning, like new \$1885. Some terms. Frank Wulff, Lot 124, Deluxe Park.

40' PARAMOUNT, nearly new, fully furnished, metal awning. 12955 Sixth St., Yucaipa, after 4:30.

TRAILER with Ramada, nice corner lot. Reasonable. Walker C-54 RANCHO TRAILER PARK

Used Cars for Sale

70

THERE HERE NOW!

TWO MOST BEAUTIFUL HARDTOP COUPES

To Be Found Anywhere

1955 CHEVROLET SPORT COUPE

BEL AIR HARDTOP. BEAUTIFUL IVORY AND TURQUOISE. RADIO. HEATER. WHITEWALL TIRES. SOLD AND SERVICED BY STACK CHEVROLET AND ONLY 7887 ACTUAL MILES.

Full Price \$1895

1954 CHEVROLET SPORT COUPE

BEL AIR HARDTOP. IVORY AND GREEN WITH MATCHING INTERIOR. RADIO. HEATER. POWERGLIDE. POWER STEERING. POWER BRAKES AND WHITEWALL TIRES.

Full Price \$1495

STACK'S CHEVROLET

TWO LOCATIONS:

330 SUNNY DUNES AND 682 SOUTH PALM CANYON

PHONE 2042 — PHONE 9166

Pets-Poul.-Livestock

65

10 WEEKS OLD STANDARD Poodles. Silvers A.K.C. \$50 Papers, leaving stown. Wish to sell before Sunday. Ph. 5153

Poodles—Toys—\$100 up

POODLE SHOP

CATHEDRAL CITY PH. 8-8292

DAPPLE gray walking horse, gentle, for lady.

12254 SEVENTH ST., YUCAIPA

Nurseries

66

HOPPE'S NURSERY Cathedral City

970 Broadway PHONE 8-3603

Used Cars for Sale

70

PALM SPRINGS BUICK

SAVE \$1000

1957 BUICK CENTURY COMPANY CAR

DRIVEN ONLY 2 MONTHS LOW MILEAGE NEW CAR WARRANTY. ALSO

Fine Used Cars

1954 OLDSMOBILE Super 88, Sedan, Fully Equipped ..... \$1295

1951 BUICK

Station Wagon, Low Mileage

Local Car ..... \$495

1951 FORD

Custom 2-Door, Fully Equipped ..... \$485

1949 BUICK

Super Sedan, Dynaflow Radio, Heater ..... \$265

AND FOR YOUR Shopping Convenience

Open Evenings 'Till 9 P.M.

ALL DAY SUNDAY

PALM SPRINGS BUICK

68-406 HIWAY 111

PHONE 8-4001

PALM SPRINGS

GOOD SELECTION OF USED CARS

1957 OLDSMOBILE "88" Holiday Sedan.

1957 OLDSMOBILE "88" Sedan. Both executive cars at big discount.

SPECIAL—1955 Cadillac Convertible. Fully equipped. \$500 under blue book. \$3395.

WE TRADE

PALM SPRINGS

CADILLAC AND OLDSMOBILE Sales Department Open Evenings by Appointment

290 N. Indian Ave. Ph. 9807

1954 JAGUAR, CONVERTIBLE MODIFIED — A-1 CONDITION

PHONE 8-8306 or 8-4733

1949 LINCOLN 4-door, or trade for 1949 Chevrolet or later. Guarantee garage. Ph. 7655 near KCMJ

BUICK 1956-4-door special, radio, heater, Dynaflow. Must sell, low price. Owner Phone 9768.

1953 CHEVROLET Station Wagon Good Condition — Bargain!

PHONE 5769

1946 CHRYSLER, CLUB COUPE. Excellent condition, good rubber. Reasonable. Phone 3304

1955 BUICK Century, 4-door hard top, clean, power steering, radio heater. MUST SELL Ph. 5893

1947 CADILLAC, radio, heater, hydramatic, quiet, dependable \$200

PHONE 6759 EVENINGS

3 WHITE Toy French Poodles age 4 mos. 2 Females. 1 Male.

PHONE 4244 AFTER 7 P.M.

Pets-Poul.-Livestock

65

TOY YORKSHIRE pugs, 7 weeks. Descended from champions registered. 2784 Junipero, Ph. 6720

1956 OLDSMOBILE Holiday Coupe

Power steering, power brakes, radio, heater, hydramatic. 2-tone white and blue.

1955 CADILLAC Coupe DeVille, 2 tone white and charcoal. Fully equipped. Less than 20,000 miles. BONDED MECHANICAL 1 YEAR GUARANTEE. GOOD ANYWHERE IN THE U.S.

PALM SPRINGS CADILLAC AND OLDSMOBILE

Sales Department Open Evenings by Appointment

290 N. Indian Ave. Ph. 9807

THE MIGHTY CHRYSLER

The Most Glamorous Car in a Generation

SEE Imperial Motors FOR THESE FINE CARS AND TRUCKS

66-491 HIWAY 111 — PH. 7789

83-095 HIGHWAY 99

INDIO PHONE 7-3311

1955 Bel Air 8

4 - DOOR SEDAN — \$1695

Good Condition — Low Mileage

Lot D-70, Rancho Trailer Park

1563 S. PALM CANYON DRIVE

AFTER 4:30 P. M.

1956 MERCURY, Montclair hard top, 2-door, power steering, power brakes, Mercromatic. Fully equipped. Like new. One owner, must sell, sacrifice. Inquire of office Horizon Trailer Village.

1953 DODGE

4-DOOR SEDAN, SIX CYLINDER

Good Tires. Original Owner \$995

Phone Indio 7-4782, after 5 P.M.

1956 PLYMOUTH 4-door white

12000 miles excellent condition

Sell my equity or trade for any make older car. Phone evenings 8-8295.

CADILLAC 1953, "62" 4-door sedan, green 25,000 miles, new tires

Power steering, \$1850. Private Party. Phone 5423.

VOLKSWAGEN, Micro buss de-Luxe, all extras, including radio. Like new, 11,000 miles. Original owner. \$2400. Ph. 7748

FORD—before you buy any new car. See LEO SATTler with BEN COWAN FORD—ask for LEO HIWAY 111 — PHONE 2272

MERCURY Station Wagon 1951, beautiful condition, priced very reasonably. Phone Palm Desert 76-3131 days or 76-4281 nights.

CADILLAC 1956 SEDAN DeVILLE

Factory Air Conditioned

\$4500 — D-12 Rancho Trailer Park

1941 FORD 2-door. Good mechanical condition. \$99.50. 670 El Cielo Road. Phone 6543.

1956 BUICK SPECIAL

ALSO 1951 CROSLLEY

PHONE 9060 or 3222

1951 PLYMOUTH 4-door sedan. Perfect motor. Accept any reasonable offer. Phone 7219.

CHRYSLER NEW YORKER 1953

One Owner. Very Low Mileage

PHONE 6314

1947 YELLOW Buick convertible, good transportation \$250.

PHONE 8-6288

Automobiles Wanted

71

WANTED

1952 or 1953 Ford, prefer Standard Transmission. Can pay \$350 dn. Desert Sun Box 190 File S-2.

Automobile Service

72

GET Car Repaired Now! Closing June 1. GUARANTEE GARAGE

Near KCMJ — Phone 7653





**IS ALREADY...**

# FIRST!

**with car radio listeners  
in the Palm Springs area**

**Survey Work Sheet --- Automobile**

LOCATION	DIAL SETTING			
	920	Sta. "A"	Sta. "B"	Others
Safeway (A.M.) .... Cars 129	51 40.00%	42 33.00%	16 12.00%	20 15.00%
Safeway (P.M.) .... Cars 98	41 42.00%	27 28.00%	14 14.00%	16 16.00%
The Springs ..... Cars 60	29 48.33%	15 25.00%	8 13.33%	8 13.33%
Thunderbird ..... Cars 49	20 41.00%	7 14.00%	7 14.00%	15 31.00%
Tamarisk ..... Cars 30	13 43.33%	4 13.33%	7 23.33%	6 20.00%
Citizens Bank ..... Cars 190	78 41.00%	46 24.00%	29 15.00%	37 20.00%
O'Donnell ..... Cars 26	10 38.00%	7 28.00%	4 15.00%	5 19.00%
Thrifty ..... Cars 121	50 41.00%	40 33.00%	16 13.00%	15 13.00%
Post Office ..... Cars 29	13 45.00%	7 24.00%	7 24.00%	2 .07%
Indian Avenue ..... Cars 28	12 43.00%	13 46.00%	0 0%	3 11.00%
Bank of America (A.M.) 21	7 33.33%	2 9.25%	4 19.04%	8 38.08%
Bank of America (P.M.) 46	17 37.00%	13 28.00%	5 11.00%	11 24.00%
<b>TOTAL</b> ..... Cars 825	339 41.09%	223 27.03%	117 14.18%	146 17.69%

On car radios, KDES has almost (within a fraction of 1 per cent) as many listeners as the other two Palm Springs stations combined. With the exception of the Thunderbird and Tamarisk areas, this survey was conducted only in the areas reached by the signals of all three stations, not in the many areas receiving only the double power of KDES.

# 920

**ON YOUR DIAL**

\*This survey conducted by the Marketing Research Department of the Everett Ball Advertising Agency